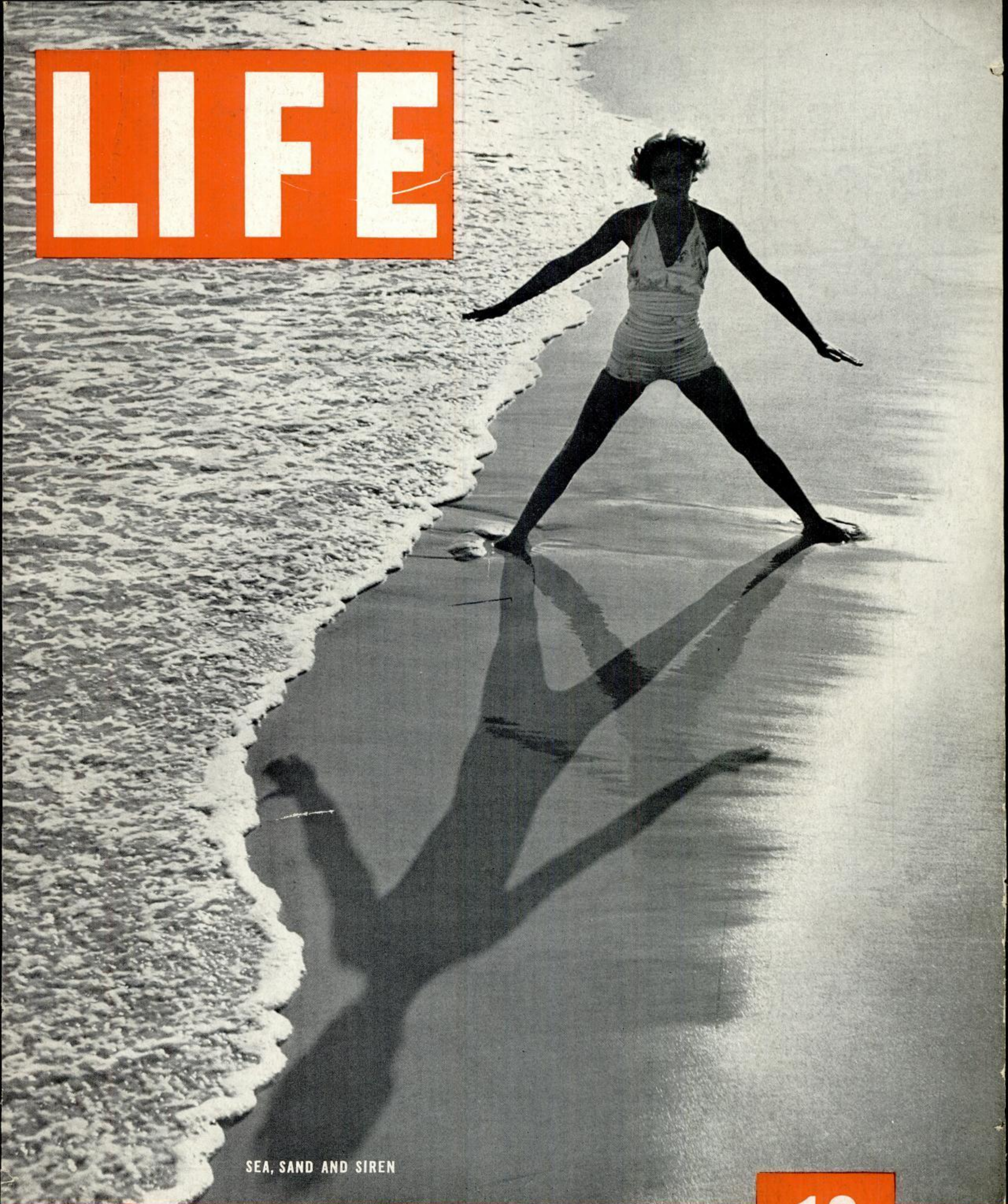


LIFE



SEA, SAND AND SIREN

JUNE 28, 1937

10 CENTS

MAKE IT . . .

A real picnic

Treat the family to this tasty MEAL-IN-A-MINUTE!

It's a picnic to prepare...a picnic to eat

What makes an outdoor meal a picnic? Answer: This mouth-watering Bean Tuna Salad. For real hearty goodness . . . the kind it takes to satisfy manly appetites . . . this warm weather Meal-in-a-Minute can't be beat.

There's almost as much fun preparing it as there is eating it. But, of course, *so much* depends upon the kind of beans you use. Make sure you use Van Camp's Pork and Beans. Don't confuse Van Camp's with ordinary canned foods. Taste their delicious flavor and you'll recognize the difference.

Your grocer is featuring a complete

assortment of Van Camp's foods. Now's the time to buy a supply. It's no trick at all to use these delicious table treats to make a tempting Meal-in-a-Minute. And don't forget Van Camp's are economically priced . . . lower than most nationally known canned foods.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists and other helpful information. For your FREE copy, send name and address on a post-card to Van Camp's, Inc., 2104 South East St., Indianapolis, Ind.



Van Camp's
Meal-in-a-Minute
for July

costs only 7c a serving

BEAN TUNA SALAD

How to make it: (1) Mix 2 cups Van Camp's Pork and Beans with 1 cup each tuna fish and diced celery; (2) Add $\frac{1}{2}$ cup mayonnaise; (3) Season to taste and serve cold on lettuce. (For picnics serve with deviled eggs, pickles, olives, potato chips, sandwiches and coffee.)

Keep these Van Camp's table treats on your pantry shelf:

BEAN HOLE BEANS • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP

Hot weather tip!...take a laxative that COUNTERACTS GASTRIC ACIDITY, too



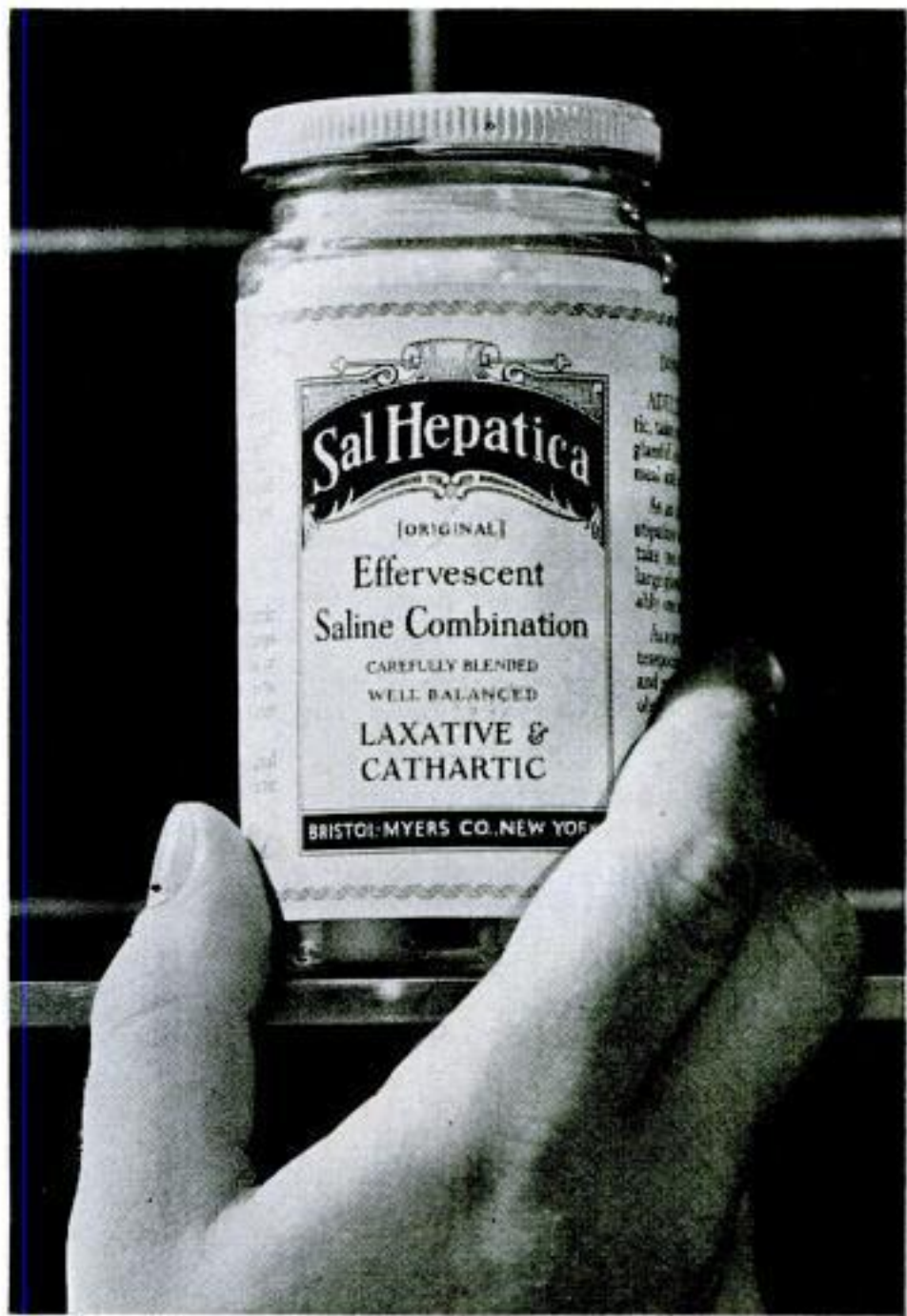
Headachy, Sickish . . . I was half afraid to step out in the sun, sure I couldn't go on the outing we'd planned. But Bill gave me some Sal Hepatica—2 teaspoonfuls in a glass of water and . . .



Presto! . . . Soon Sal Hepatica was helping me two ways. First, by cleansing my intestines—quickly, gently. Second, by counteracting my gastric acidity—turning my sour stomach sweet again. That's why . . .



I Came Back Fast! . . . My head cleared . . . my pep returned. I was ready to laugh and enjoy the day. Yes, this mineral salt laxative certainly does things for you and does them fast. It's no wonder you meet so many Sal Hepatica fans!



P.S. . . . Bill says Sal Hepatica is the thing, too, if you feel a cold coming, or if you have acid indigestion, or you've been eating or drinking too much. For in all these cases, Sal Hepatica acts as an acid-fighter as well as a laxative.

Sal Hepatica does BOTH!



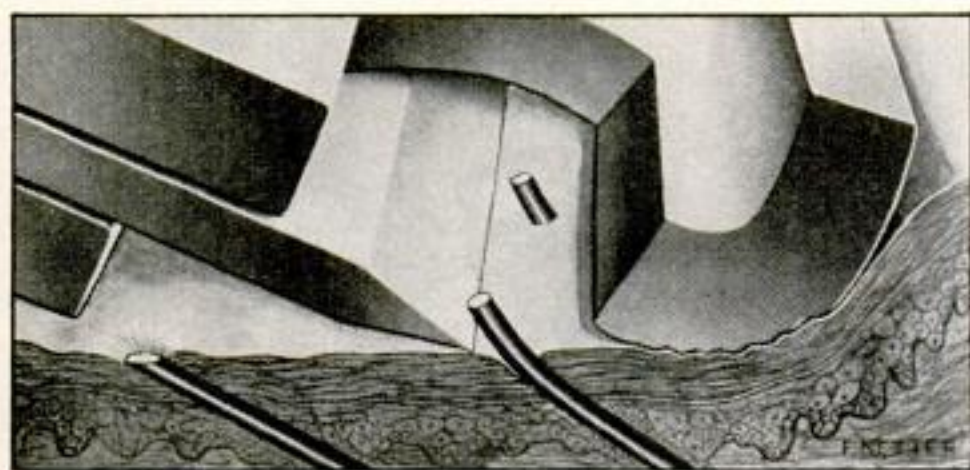
Science looks at...whiskers

(CONT'D)

PRECEDING INSTALLMENT pointed out that man, although he shaves every day of his life, knows very little about it except that it is usually a painful, bothersome operation. To bring more comfort and convenience to this daily task, one of America's greatest independent research institutes has spent five years studying all phases of shaving. This month, excerpts from the findings of that five year research continue.



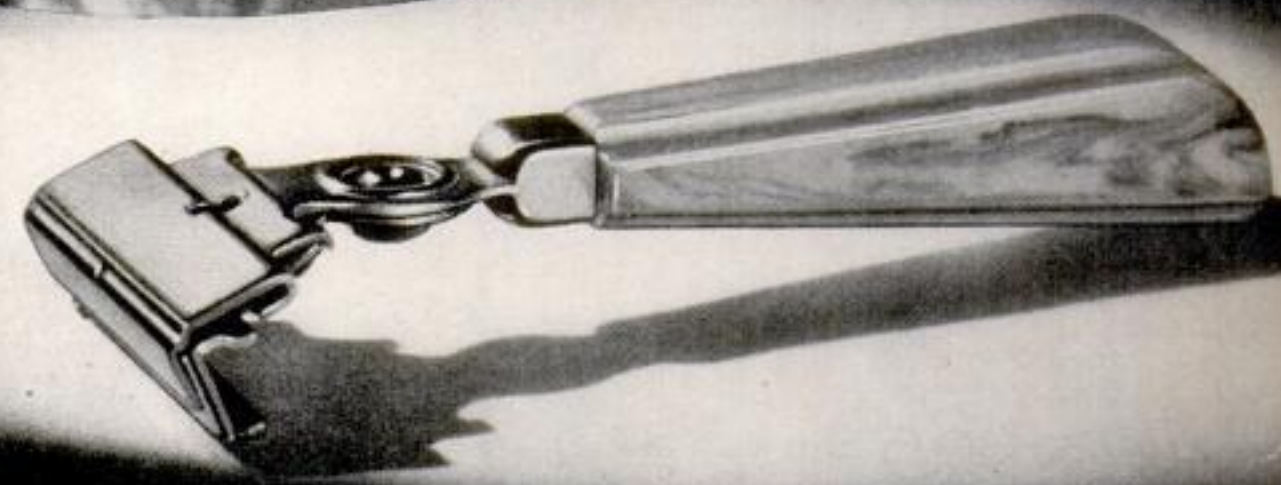
UNDER YOUR CHIN your whiskers probably grow like those above . . . close, almost flat on the skin line. You can't shave them closely "with the grain," must go "against it." The angle of the whisker makes it difficult for the blade of the old tooth-type razor shown above. Because of its design it must make a long angular cut through the whisker. This leaves stubble and pulls the whisker away from its anchorage along the follicle, causing irritation and soreness. The red "blotches" you get under your chin are the result of such "pulling."



SHAVING "AGAINST THE GRAIN" with comfort is possible with the Schick Injector Razor, whose Guide Bar design the Institute helped perfect. Its close angle with the skin lets the blade get *under* the whisker . . . its Guide Bar stretches the skin taut just ahead of the blade, thus bringing the whisker up into a more vertical position. This gives the blade a short, even cut through the whisker, eliminating painful "pull" and red, blotched skin.



SUSPENDED IN SPACE . . . 'til they hit your whiskers! Common knowledge is fact that paper quickly dulls any cutting edge. Determined to protect the keen edges which painstaking care puts on their razor blades, Schick designed a metal cartridge which holds blade-edges actually suspended in space! *Nothing* touches those keen edges from the time they are individually ground, honed, stropped and inspected at the factory, until they actually hit your whiskers. A mere pull and push of the Injector "trigger" shoots a new blade into the razor . . . the old one out.



\$2.00 WITH 20 BLADES
(\$3.00 IN CANADA)

A MODERN SHAVING INSTRUMENT, perfected by the Institute's five-year research, is this De Luxe Model Schick Injector Razor. Complete with 20 individually ground, honed and stropped blades, and an attractive Kit Box, it sells for \$2.00. Higher priced than "two-bit" razors—but well worth it!



Are you threatened with premature baldness?
Is your forehead creeping to the top of
your crown?
Does dandruff snow and drift on your collar?
Is your foliage disobedient to the comb?
If any, or all, of the answers is "yes," start
using Kreml and cheer.
Cheer for the economical new low price of

Kreml Hair Tonic. Cheer louder for the won-
derful help it gives in correcting your scalp
and hair troubles.

Ask for Kreml at your druggist's—call for
it in the barber shop.

Then cheer again with the ladies who like
to see lustrous, Kreml-combed hair—hair
that stays neatly combed without having that
greasy, plastered-down look.

KREML



REMOVES DANDRUFF — CHECKS FALLING HAIR — NOT GREASY — MAKES THE HAIR BEHAVE

WEARS Here

Your piston rings are the first engine parts to wear out through lack of lubrication. When wear takes place here, compression is lost, repair costs go up. To reduce wear, your oil must flow fast, reach rings the instant you start, and resist breaking down in your steady running.

Here

Your motor block—which houses your pistons—comes in for a terrific beating at all times. To cut down motor-block wear, your oil must be fast-flowing and tough!

Here

Bearings throughout your motor are tooled to microscopic accuracy. To reduce wear and keep your engine running smoothly, your oil must lubricate them at all times—resist breaking down into sludge and carbon under the severe heat of long runs.

Here

Pistons—which travel up and down in your engine at lightning speed—should be bathed with oil constantly to reduce wear. Here, too, a fast-flowing, tough oil is the best you can use.

Starting causes more engine wear than all the running

Automotive engineers state approximately $\frac{3}{4}$ of engine wear takes place during starting. With a slow-flowing oil, over 100 engine parts scrape together, "dry" of lubrication, when you start.

To reduce starting wear, Shell engineers have developed a new-type motor oil—Golden Shell. Fast-flowing, Golden Shell puts a protective oil cushion between each engine part the instant you step on your starter . . . tough-bodied, resists breaking down into sludge and carbon under high heat.

The new Golden Shell Motor Oil is on sale at the Shell dealer in your neighborhood.

The NEW motor oil—

Golden Shell



LOOK! A NEW KIND OF CAR VALUE

...THE "Blue Seal" CAR!

Ranging in Price...About \$250 up...Including All Leading Makes...Sold by Dodge Dealers Only!



"The best buy ever—that's what we think of the Blue Seal car I bought as a second car," says Lee Bergstrom, Los Angeles. "My family is delighted with it, too. It's swell to have two cars, especially when we could get a second car so reasonably."

"I made a swell buy when I got my Blue Seal car. I've put about 15,000 miles on it and they've been tough miles, too. You have to hand it to Dodge dealers for selling cars like this."—Fred J. Hutchison, Jr., Seattle.



"A real value—that's how I look on my Blue Seal car," says J. A. McLoughlin, San Francisco. "In price, appearance and performance it was all any buyer could possibly ask for."



"Such a gorgeous looking car," exclaims Mrs. Hazel Johanson, Northbrook, Ill. "My husband always takes the family car to business, so you can imagine how grand it is now to have two cars in the family. For a second car a Dodge dealer's Blue Seal car is ideal."



"An amazing value—that's the best way I can describe my Blue Seal car," says Samuel L. Sollins, Bridgeport, Conn. "And it was a real satisfaction to know all about the car beforehand and to be able to bank on it being reliable and trouble-free. I've put a little better than 8,000 miles on it and, honestly, it is just like driving a new car!"



"A magnificent car in wonderful condition!" says Miss Meryl A. Tymeson of New York City. "I've driven it 4,500 miles since I've had it and have had hardly any upkeep expense. In fact, it has proved so marvelously satisfactory and dependable that I can't praise my Blue Seal car too highly."



"Our Blue Seal car is giving us so much satisfaction and enjoyment that it's hard to believe that it cost us so little money," says Harry Grannemann of St. Louis. "Dodge dealers are rendering a great service in providing Blue Seal cars to motorists who do not feel they can afford a new one."

What is a Blue Seal Car?

Here's great news for the thousands who want to buy a car and don't feel they can afford a new one! Dodge dealers have launched the greatest plan ever offered for the protection of the used car buyer!... Blue Seal cars—an entirely new kind of automobile value—ranging in price from about \$250 up!

Blue Seal cars are those that have been carefully selected from the tremendous number of cars of all makes that are being traded in at Dodge dealers. Before they can bear the famous "Blue Seal," they must represent the utmost in dependability—must be expertly inspected and, if necessary, reconditioned throughout—triple-checked for appearance, condition and price. Then—and only then—do these finest of all trade-ins become Blue Seal cars—guaranteed by your Dodge dealer's reputation for dependability!

No wonder owners the country over say that Blue Seal cars give practical motorists America's biggest dollar value!

No wonder new car owners who have long been looking for a dependable second car are acclaiming Blue Seal cars! No wonder thousands who desire to make 100 per cent certain they are getting dependability in a used car are flocking to Dodge dealers for Blue Seal cars!

"Tell the Truth," Say Dodge Dealers!

And in addition to Blue Seal cars, Dodge dealers are also selling thousands of dependable used cars every week at prices below \$250! The reason: because buyers have learned that Dodge dealers everywhere believe every purchaser—no matter how little he has to spend—should be told the truth about any car and given the maximum in value regardless of price!

See your Dodge dealer today! If you're planning to spend less than \$250, you'll find just the used car you want—honestly represented and honestly priced. If you plan to spend a few dollars more—you'll find a Blue Seal car—a new kind of automobile value—ranging in price from about \$250 up!

Look for this Blue Seal

This Blue Seal is the sign of a new kind of car value—your Dodge dealer's pledge of dependability!



ATTENTION TRUCK OWNERS!

Are you one of the many truck and commercial car users who needs another unit but does not feel justified in buying a new one? See your Dodge dealer and look over his line of Blue Seal Trucks!



YOUR DODGE DEALER invites you to tune in on Major Bowes Amateur Hour, Columbia Network, every Thursday, 9 to 10 P. M., E. D. S. T.

Easy terms gladly arranged to fit your budget, at low cost, through Commercial Credit Company.

Switch to **DODGE** Dealers - and Save Money!

IRON FIREMAN DECLARED FINEST AUTOMATIC HEATING



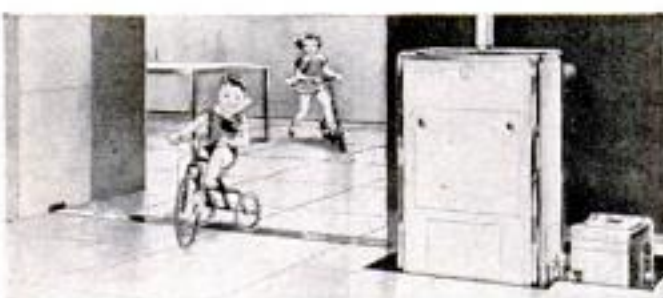
Iron Fireman automatic coal firing ranks as one of the cleanest, most convenient forms of automatic heating. It is absolutely unmatched in economy, safety, quality, and abundance of heat.



L. R. Evans, director of the Sheboygan Vocational School, Wisconsin, formerly used liquid fuel. Now he uses an Iron Fireman—saves half his fuel bill. "We have been much more comfortable as the heat has been more even," he says.

No Coal Handling...No "Cold 70" Fuel Cost Cut 50%

● Thousands of Iron Fireman users, like Mr. Evans of Sheboygan, have learned why automatic coal firing is the fastest growing branch of the heating industry. Iron Fireman growth proves that Iron Fireman, the leading automatic coal firing equipment, is preferred for cleanliness, quietness, convenience, and all of the desirable qualities which make automatic self-regulating temperature a necessity for modern people. Iron Fireman ranks with the finest automatic heating money can buy. And when it comes to economy—low fuel cost, low operating cost, long life, steady



No coal handling when you install Iron Fireman Coal Flow which feeds direct from the coal bin.



The Iron Fireman heated home of L. R. Evans, Sheboygan, Wisconsin. Since installing Iron Fireman, Mr. Evans' family has not noticed a variance in temperature with which they had to contend in using another form of automatic fuel.

even heat, Iron Fireman heating stands supreme.

Equally at home in large boilers developing up to 500 h.p., or in small residential heating plants, Iron Fireman's phenomenal firing achievements are soundly based on a scientific process of combustion. This process is easily understood and quickly explains how and why Iron Fireman can give you better heating for less money. Ask the Iron Fireman dealer near you for free firing survey or send the coupon to the factory.

IRON FIREMAN

Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere



IRON FIREMAN MANUFACTURING CO.
3223 W. 106th Street, Cleveland, Ohio.

☐ Send literature Type of plant: ☐ Commercial heating
☐ Make firing survey ☐ Power ☐ Residential

Name _____ Address _____
City _____ State _____

LETTERS TO THE EDITORS

Ford Worker

Sirs:

In your May 31 issue of LIFE, you state, "Workers have no loyalty to Ford personally, but seem to have a curious allegiance to the machines they make."

As an employee of the great organization which bears his name, I take exception to that statement.

We are not unmindful of the fact that Henry Ford, by sheer ability, genius, and singleness of purpose, through years of bitter trial and effort, built this great company to its present commanding position in the automotive world. We have not forgotten that Henry Ford first introduced the \$5-a-day minimum-wage scale, and that he first established the 40-hour week.

We know that Henry Ford annually spends millions of dollars to develop diversified industries in order to create more jobs so that an increasing number of men may be gainfully employed.

It is true that we have an allegiance to the machines we build, but it is equally true that we are loyal to the man who made the building possible.

A. J. WALRATH

Detroit, Mich.

Sirs:

Your pictures and story of Mr. Warren Grim, the average Ford worker, in your May 31 issue are interesting.

A six-room brick house such as Mr. Grim owns, with overstuffed furniture such as your pictures show, is better than the average college-trained man can afford.

The surroundings of Mr. Grim's home seem rather bare and unoriginal, but if he is too lazy to plant a few trees and flowers after working only eight hours per day and five days per week, then perhaps he is not worth much more than the \$6.40 per day which Mr. Ford pays him.

GEO. HENRY ELLIS

Butte, Mont.

Sirs:

In regard to the Ford worker (May 31) we would be quite willing to change places with him. My idea is that he doesn't know when he is well off.

We're dry-land farmers and keep account books. In the six years we've been married we've had one crop—2,000 bushels of wheat at 25¢ per bushel. Figure it up. My husband had \$2,000 when we were married. We own 620 acres of land; we owe \$500 on 160 acres. Otherwise we are free of debts.

But to get down to brass tacks—we manage to live on \$1,000 a year, out of which must come the money to farm 500 acres, buy machinery and repairs, and food and clothing for the three of us, which leaves very little for non-essentials. We have never been able to get any other work, because we've never been willing to go on relief. We've never needed it until now, but we will get along without it.

My husband now has a job driving a tractor from 3 in the morning until 1:30 in the afternoon. Then he comes home and farms his own fields until 9 at night. I'm only a farmer's wife, but I rise at 4:30, milk, take care

(continued on p. 9)

Process-Aging PREVENTS TONGUE BITE

In This
Fine Pipe Tobacco



Prove It at Our Risk

TONGUE BITE is the bane of pipe smokers. We guarantee that Edgeworth will not bite the tongue.

The use of the finest Burley tobaccos will not prevent tongue bite. It's the processing that does it. As every tobacco expert knows, pipe tobacco can be rushed through the plant and save big sums of money. It is pipe tobacco, but it is *not* Edgeworth.

Our method is Process-Aging—a process as vital as the aging of old wines. There are twelve required steps, each under laboratory control. It takes 4 to 7 times as long as might seem necessary. But in no other way can we guarantee that Edgeworth will not bite the tongue.

We ask you to try it under our money-back guarantee. If Edgeworth bites your tongue, return it and get your money back. You can't lose.

NOTE: There are three kinds of Edgeworth for you to choose from:

- 1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco preferred by seasoned pipe smokers.
- 2—Edgeworth Plug Slice—for the pipe smoker who likes to crumble the tobacco in his hands until it's just right for him.
- 3—Edgeworth Jr.—for the pipe (and cigarette) smoker—the same tobacco also Process-Aged, but cut for "roll your own" and manufactured to give the beginner a milder, more free-burning smoke.

EDGEWORTH AND EDGEWORTH JR. *Smoking Tobaccos*



IT'S NOT ONLY
REFRESHING

IT'S **G**OOD FOR YOU



✓ **IT SOOTHES AND REFRESHES INWARDLY** Try a glass when you feel dull in the morning.

✓ **SUPPLIES QUICK ENERGY** Invigorating after a swim, a game of tennis or golf.

✓ **PICKS YOU UP** Try a glass when you're very busy at the office.

✓ **AIDS DIGESTION** Fine with meals, especially for the children.

In other words

"IT'S GINGERVATING"

*The only ginger ale in the world
made by the famous Dr. Lloyd
"Liquid Ginger" Process*

The one process that captures *all* the elusive flavor, the delicate aroma, the wholesome, stimulating qualities of pure, natural ginger. (The patented Lloyd Process is owned by Canada Dry and cannot be used by anyone else.)

TRY an ice-cold glass of Canada Dry whenever you're warm or tired. Enjoy the thirst-quenching sparkle...the mellow, delicate flavor that's neither too sweet nor too dry. Keep some in the refrigerator. Let the children have all they want. It's wholesome and crystal pure...*"GINGERVATING."*

**NEW LOW PRICES
EVERYWHERE**

Canada Dry prices have been greatly reduced...now they're the lowest in history.

**"IT'S
GINGERVATING"**

A sparkling glass of Canada Dry
cools you off, helps to pep you up
... it's the drink with a reason.

CANADA DRY

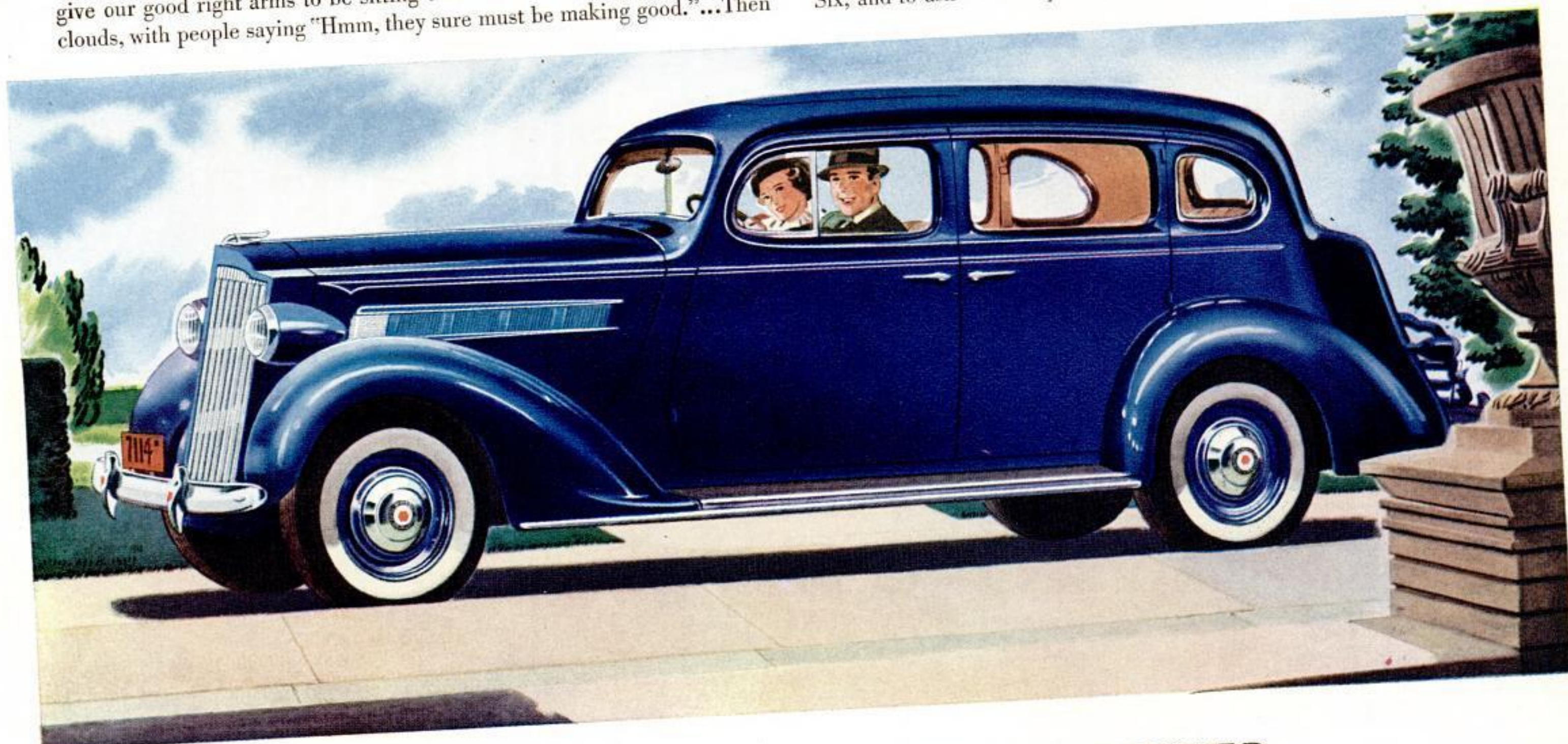
"The Champagne of Ginger Ales"



HERE WE ARE....*ENVYING*

Did we envy the Dexters in their new Packard? The honest answer is...yes! Emphatically, yes! We had always wanted a Packard. We felt we'd almost give our good right arms to be sitting there like the Dexters, heads in the clouds, with people saying "Hmm, they sure must be making good."...Then

we got to thinking—I made as much as Ed Dexter. If he could afford a Packard, why couldn't I? Well, why *couldn't* I?...So we marched down to the Packard showroom to look at the new Packard 120 and the new Packard Six, and to ask a lot of questions...

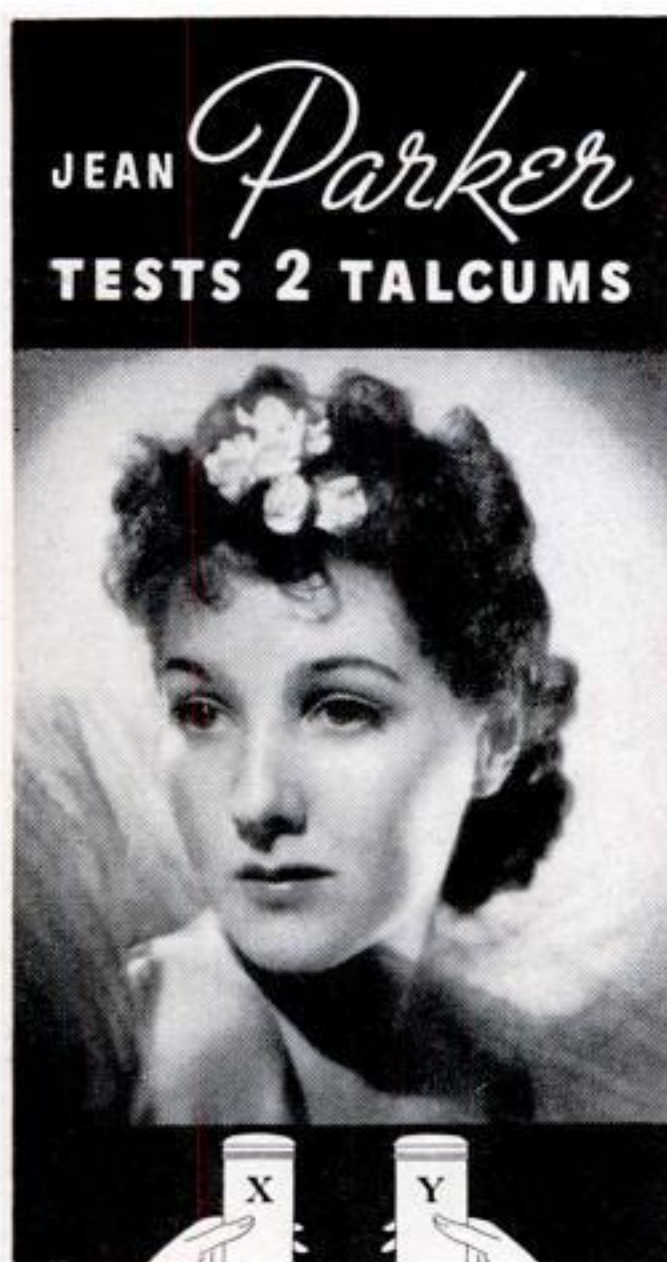


HERE WE ARE....*BEING ENVIED*

And as a result, we're no longer on the outside, envying. We're on the inside being envied. On the inside of our new Packard. We found out that our old car took full care of down payment, and that this new Packard was ours for only \$35 a month! We've found out it costs no more to service than the small car we

used to own. You can't imagine the kick we're getting out of owning and driving a Packard. We're as thrilled as a couple of kids. And we're telling our friends to get wise...to learn how easy it is now to be the man who owns one!

★ ASK THE MAN WHO OWNS ONE ★



See lovely JEAN PARKER in Columbia picture, "Life Begins With Love"!

Likes Both—Prefers "Y"

Jean Parker tries both powders in plain white boxes. She chooses "Y"—the new MAVIS, mildly scented. Other lovely stars who make the test choose "X"—the original MAVIS, fully scented.

SECRET OF A LOVELY BODY

- 1—CLEANSE...lather gently but thoroughly with pure, bland soap.
- 2—STIMULATE... "pep up" circulation with soft-textured towel.
- 3—SOFTEN and PROTECT... with generous powdering of MAVIS beauty talc.

NEW BEAUTY IN 10 DAYS

Do this every day for ten days. You will be thrilled with the difference in your skin! MAVIS flatters the skin like a glamorous face powder. Spreads evenly—clings for hours—leaves a bewitching fragrance that lasts! A flattering talcum which cools, soothes, refreshes.

NEW! MILDLY SCENTED MAVIS

Created for the woman who prefers a lightly perfumed talcum. 33-hole needle-spray top showers body with light film of powder ever so much more effectively than old-fashioned powder puffs.

FREE Generous size trial package. Ask for either regular or mildly scented MAVIS. Write to Vivaudou, Dept. 131, Long Island City, N. Y. Offer not good after Aug. 1, 1937. Write for your FREE MAVIS today!

Finer Than Most Face Powders



LETTERS TO THE EDITORS

(continued from p. 6)

of my 350 chickens, take care of a large garden, and do my housework which is only a small incidental part of the day's program.

What good would it do us to strike? Cows, chickens, and weeds can't understand "shorter hours" and "higher wages" arguments. Live stock demands care in return for milk and eggs, and weeds just will grow on summer fallow. It isn't the work we mind, but our lack of returns.

Place a \$6.40-a-day, 40-hour-week wage earner in contrast with a 110-hour-week, no-guarantee-of-wage earner, and I can't see the justification of a strike.

If Mr. Ford's employe wants to trade jobs, just let us know.

MRS. HENRY MELCHER

Broadview, Mont.

Bridegroom on Elephant

Sirs:

An unfortunate error has crept in the picture caption published in your issue of April 19, page 45, "The English in India get married." The bridegroom did not take his bride to church on an elephant, but the photograph was taken on the return journey as usual. Owing to a mistake in the sub-editorial department, the same error was published in our paper and Major Craster wrote a strong letter protesting. I feel that he may write to you also protesting against the wording of your caption. I thought I should put you wise in case he writes to you. He may not see the picture, so if I were you I should not mention it to him yet. I wrote to him and apologised and I heard nothing more.

S. JEPSON, Editor

The Illustrated Weekly of India
Bombay, India

King's Language

Sirs:

In showing pictures of and discussing the Memphis Cotton Carnival: Black, in your issue of May 31, the following statement is made under the picture showing Queen Ann Hickman and King Thomas Hayes, which shows them respectively as the colored king and queen of the carnival:

"Queen Ann Hickman curtsies as King Thomas Hayes holds a 'jeweled' sceptre. Said the King of the Queen: 'Ain't she got dignity wid dawg?'"

Thomas Hayes, whom you refer to in the article, was educated at Atlanta University, Atlanta, Ga., where he was a schoolmate of the writer of this letter, and later took graduate work at the University of Illinois, and hence he is quite an intelligent and well-trained man, and would never have used language as that charged to him.

SIDNEY A. JONES, JR.

Chicago, Ill.

Official Thanks

Sirs:

On motion of Supervisor Adolph Uhl, the Board of Supervisors officially thanks you for the splendid picture of the Golden Gate Bridge which you printed on the cover of LIFE.

J. S. DUNNIGAN, Clerk

Board of Supervisors
City and County of San Francisco



Soothe that SUNBURN with cooling, greaseless ABSORBINE JR.

Like a cooling, soothing balm, Absorbine Jr. bestows friendly benefits on sun-reddened skins that cry for relief. Just pat it on burning shoulders, scarlet noses, broiled brows, aching arms, legs—all over. Feel the burning fade away—notice how cool and refreshed you feel—like stepping out of the blistering sun into a pine grove at dusk. And there's no grease—no unsightly stickiness to seep through flimsy underwear and frocks—no trace of anything but a mild, soothing odor which soon disappears and leaves just welcome comfort.

**A Glorious Day Outdoors
And No Regrets**

Why don't you always keep the

familiar Absorbine Jr. bottle on hand? At home—at your week-end retreat. Pack it in your week-end kit, in your locker, at the bath house. Never be without it. It's summer's Number 1 necessity for comfortable vacationing and week-ending. Ask for Absorbine Jr. at ANY druggist's—and accept no substitute—for there is NO real substitute. Also wonderful for the bites of insects, such as mosquitoes and jiggers. Only \$1.25 a bottle at all druggists'—and thrifty because you need use so little each time. Or write for a FREE week-end sample bottle to W. F. Young, Inc., 362 Lyman Street, Springfield, Massachusetts.

ABSORBINE JR.

Relieves sore muscles, muscular aches,
bruises, sprains, Athlete's Foot



CAUTION

does no Harm

In choosing your whiskey, use caution. Think before you drink... say Seagram's and be sure! It took 80 years' experience—unmatched blending skill—and over 600 blending experiments with rare whiskeys from Seagram's vast whiskey treasure—to create the famous "Crown" taste. Over 100 million bottles* sold in 3 years! "Think before you drink...say Seagram's and be sure."



7 CROWN A RICHER WHISKEY

5 CROWN A Milder WHISKEY

90 PROOF



* All Sizes

Seagram's

AND BE SURE!



©Seagram-Distillers Corp.—Executive Offices: New York

SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskeys in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. SEAGRAM'S SEVEN CROWN BLENDED WHISKEY. The straight whiskeys in this product are 5 years or more old, 37½% straight whiskeys, 62½% neutral spirits distilled from American grains.

Golf Balls are made of Rubber



and back of

U.S. ROYAL GOLF BALLS

IS THE WORLD'S LARGEST PRODUCER OF RUBBER

GOLF BALLS ARE MADE OF RUBBER...Therefore, it's only natural that your U.S. Royal Golf Balls, made of rubber by U.S. Rubber experts, should drive farther...putt truer...last longer! For the maker of your U.S. Royals is also the world's largest producer of rubber!

YOUR U.S. ROYALS are accurate...controllable...rugged...superior! Why? Just this: Into every U.S. Royal Golf Ball are built the engineering skill and knowledge of the chemistry of rubber gained in decades of plantation experiment...years of laboratory research...and in the manufacture of thousands of world-famous rubber products



such as: U. S. Royal Master Tires • U. S. Waterproof Footwear • U. S. Royal Heels • Uskide • U. S. Drug Sundries • U. S. Mechanical Rubber Goods • U. S. Swim Suits, Caps, and Shoes • Keds • Kedettes • Gaytees



U. S. ROYAL BLUE
For Championship and tournament play

U. S. ROYAL ARROW
Especially compressed for the light, accurate hitter

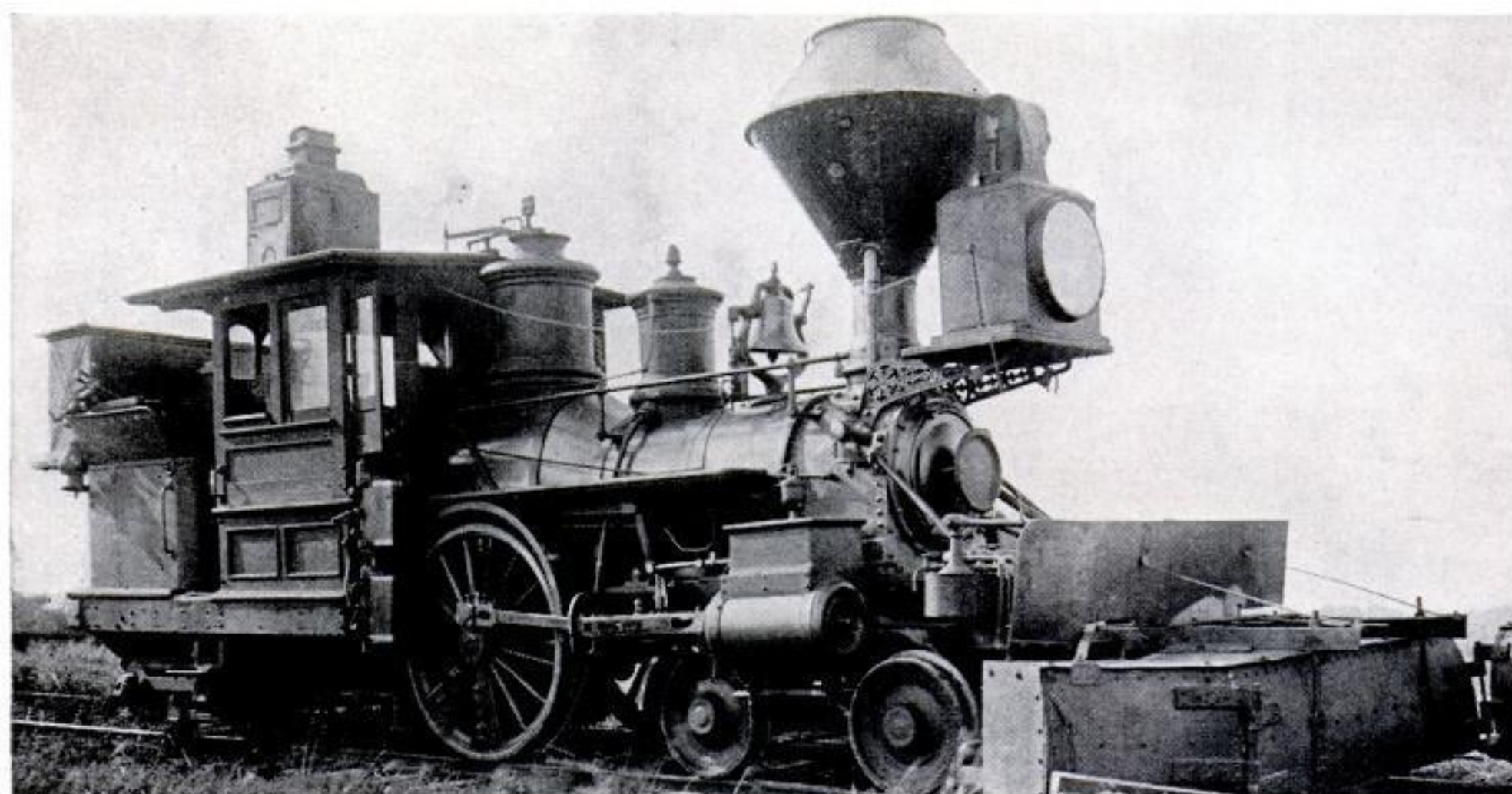
U. S. ROYAL NASSAU
The ball with the toughest cover

U. S. Royal Golf Balls Retail at 75c each

United States Rubber Company

United States Rubber Products, Inc., 1790 Broadway, New York, N. Y.

SPEAKING OF PICTURES . . .



The weed burner above is a collector's prize because of its construction and its history. Its metal box in front is for

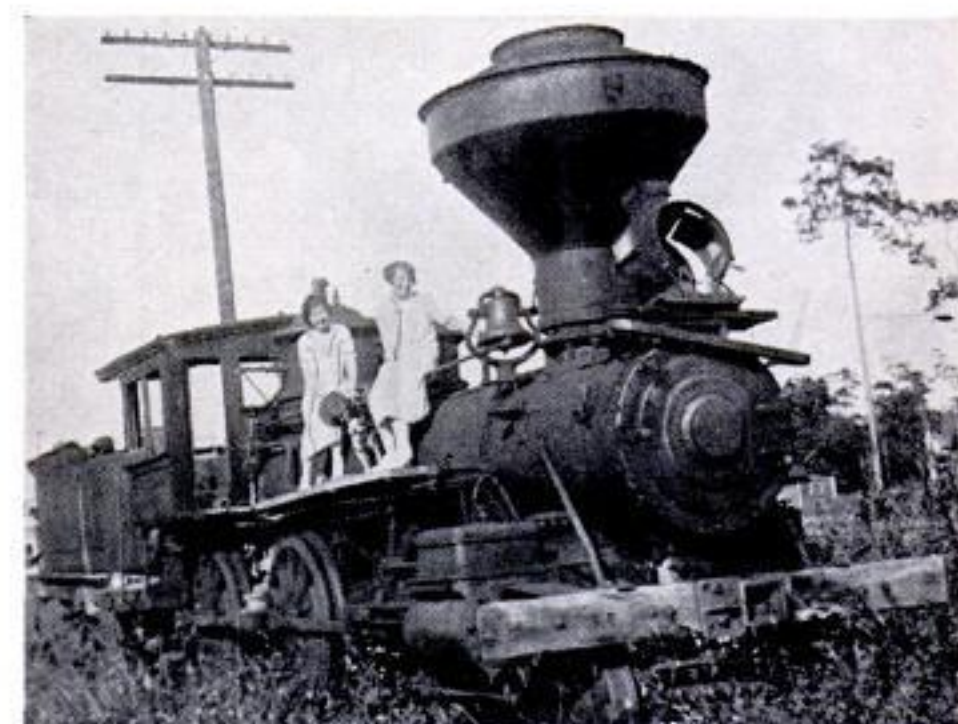
burning weeds from tracks. Southern Pacific's Engine No. 1, it played a role in the movie *The Iron Horse*.



Too many people spoil this otherwise fine photograph of a Boston, Concord and Maine engine of 1870's. Collectors

object to having unnecessary humans in their photographs. They distract interest, obscure parts of the engine.

To thousands of people interested in locomotives the photographs on these pages are valued collector's items. These locomotive-picture collectors are just as absorbed in their hobby as are stamp collectors. Like stamp collectors, they swap and sell duplicates among themselves. Ten years ago, interest in locomotive pictures was limited but today *Railroad Stories* (soon to become *Railroad Magazine*) reports that interest is spreading fast. *Railroad Stories* has a file of 10,000 such pictures, from which most of these printed here were taken. The collector does not want fine photography. He wants a clear picture showing as much of the engine as possible. Preferably, it should show some of the front and much of the side, with detail sharp, side rods low, water tank in background. From the collector's viewpoint such classic perfection is approached in the picture at top of opposite page. The work of professionals, like the streamliner opposite, in which detail and clarity are sacrificed for composition and beauty, is frowned on by true locomotive lovers.

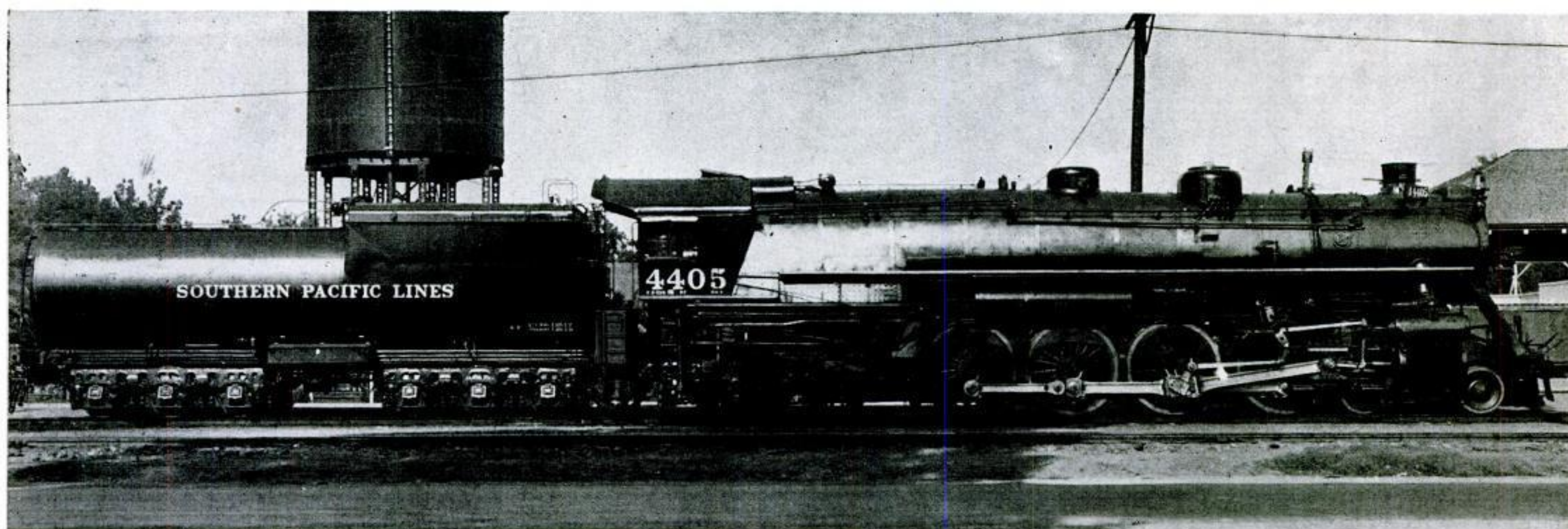


A blockade runner of Civil War days, this wood burner is now sidetracked in a field of weeds in southern Florida.

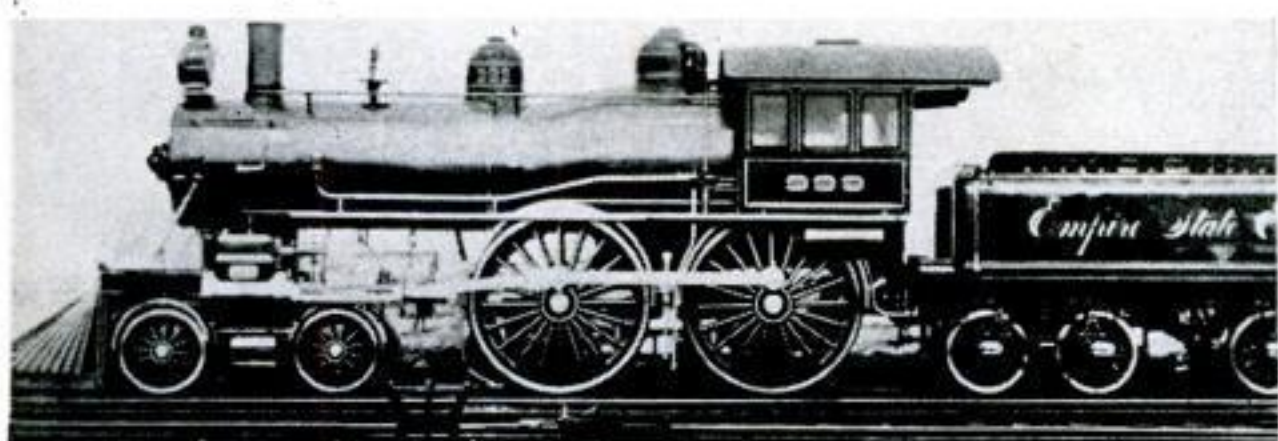


FOR PURE ACTION MANY COLLECTORS STILL FAVOR THIS NEW YORK, NEW HAVEN & HARTFORD TRAIN OF THE 1880's. NOTE ENGINEER'S STRAW HAT

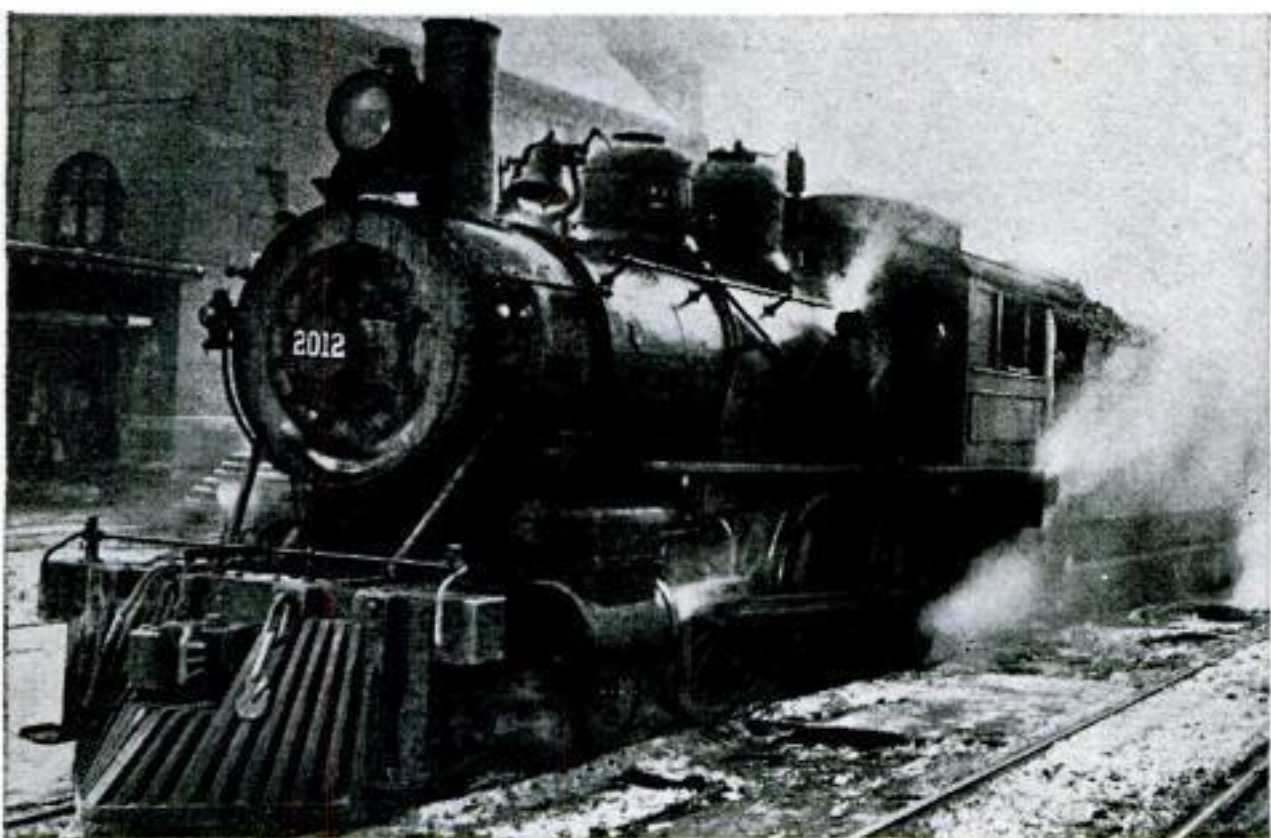
... THESE ARE COLLECTOR'S ITEMS



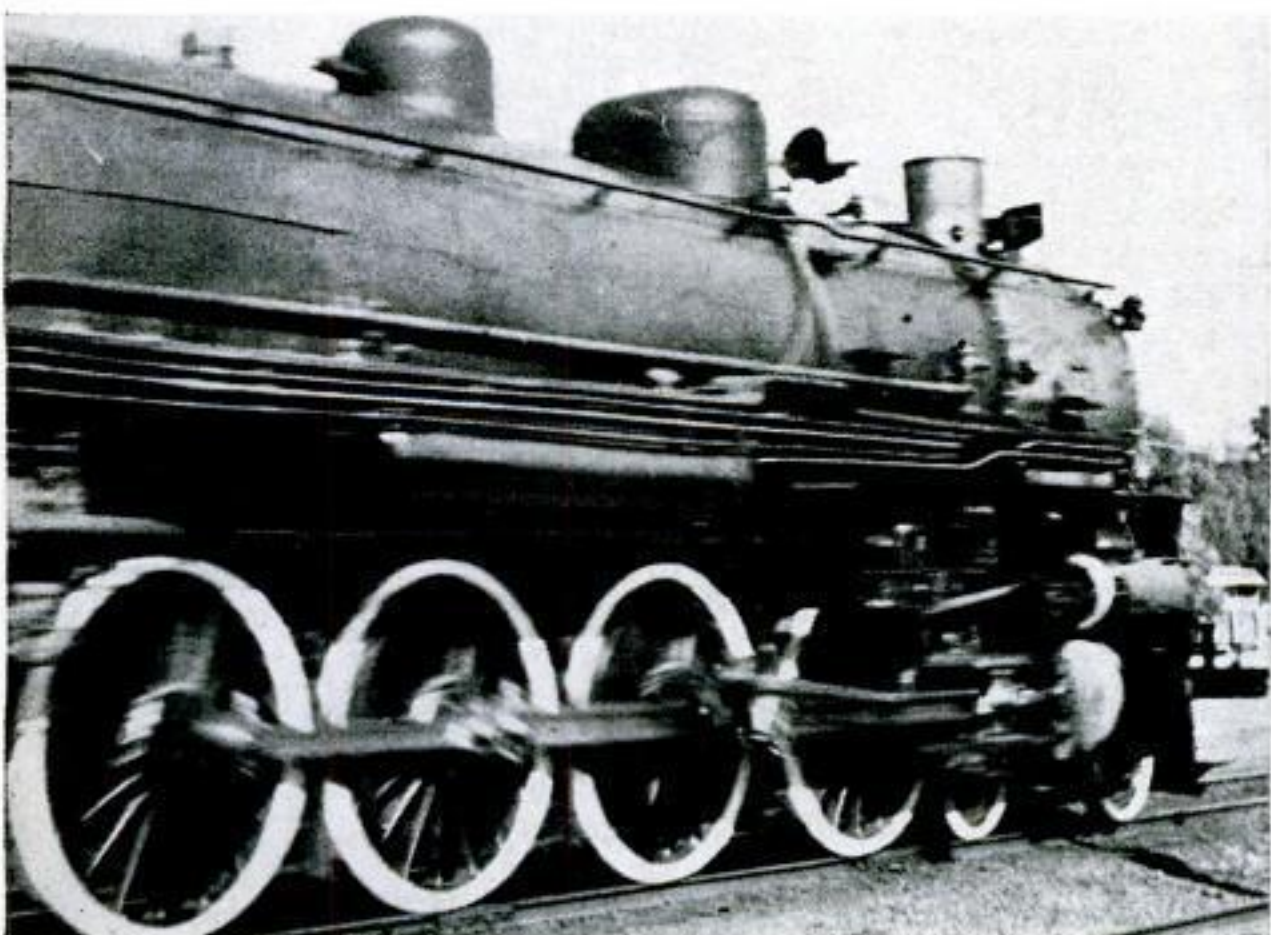
MERITS OF THIS PICTURE ARE CLEAR DETAIL, LOW POSITION OF SIDE RODS, WATER TANK IN BACKGROUND. THE SHADOW IS A DEMERIT



"999" is the famed New York Central locomotive which set a speed record of 112.5 m.p.h. in 1893. Good copies of this picture are rare and highly valued.



When "Casey" Jones drove this Illinois Central engine to his death in 1900, it was No. 382. Rebuilt, it was numbered 2012. Its picture is highly valued.



The scientific collector likes this picture. It proves that bottom spokes of a driving wheel move more slowly than top spokes, hence show more clearly.



A PROFESSIONAL PHOTOGRAPH LIKE THIS IS PRETTY BUT NO COLLECTOR'S GEM



They used to chew off their legs

A typical example of Goodrich development in rubber

FIFTEEN out of every 100 animals caught in traps used to escape by twisting or chewing off their injured legs. Fur of most of the remaining 85 was mutilated by the sharp trap jaws, and so made less valuable. Mothers with litters were injured, and even if released often died, leaving their cubs to starve.

A trapper had an idea for rubber-covered trap jaws which would grip yet not crush. But the rubber would have to stand long exposure to sunlight, extremes of temperature, rough

handling, trap oil—every one a well-known enemy of rubber as usually made.

The trapper came to Goodrich, and Goodrich had exactly the rubber needed. Thousands of the new traps are now in use, and because they do not crush the animals' legs, fur is worth more, mothers can be released unhurt to their litters, and only 2 instead of 15 animals in 100 escape by chewing off their trapped legs.

Traps may be a far cry from your business, but it is almost certain that

rubber—as Goodrich can make and apply it—is not. Goodrich engineers have helped manufacturers:—increase the sale of toys and household appliances by silencing them with rubber; improve acceptance of shoe brands by providing a better rubber heel; decrease cost of pickling steel and plating metal by developing an acid-resisting tank lining; decrease cost of mining and quarry work with a rubber chute lining which outwears steel; and increase sales and decrease costs in hundreds of other ordinary and extraordinary ways. And remember that all the developments in rubber compound-

ing and all the manufacturing skill gained in solving these special problems go into our standard rubber products—to make Goodrich belting, hose and packing longer lasting, and better values. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL *products* *problems* IN RUBBER

SPEAKING OF PICTURES

(continued)



A piquant touch is added to any collection by this Great Northern engine whose front driving wheels have been removed for repair. This is a 2-8-2 engine, which means that it has two leading, eight driving and two trailing wheels.



A delight to any collector is this modern Seaboard Airline locomotive picture in which details are sharp and numerous. Collectors view with distaste the modern streamlining of trains. Streamlined engines don't have enough gadgets showing.



This exciting pair shows a locomotive after blowing up and after being repaired. This is the same type engine pictured on top of page 13. The picture above is superior because it shows the engine front, inferior because it lacks a water tank.

"OKAY OFFICER...HERE'S A TICKET FOR YOU!"

THEN SHE MAKES THAT CRACK ABOUT MY BREATH AND HANDS ME THIS DENTIST'S ADDRESS! WHAT DO YOU MAKE OF IT, JOE?

I'D TAKE THE TIP, DAN—BETTER GO SEE THAT DENTIST!

...THAT'S THE STORY. SO I CAME TO SEE YOU.

WELL, DAN, TESTS PROVE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO PROVE THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM COMBATS BAD BREATH

"Colgate's special penetrating foam gets into every tiny hidden crevice between your teeth . . . emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. And at the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel—gives new brilliance to your smile!"

BAD BREATH, HUH? MAYBE THAT'S WHY MARY'S BEEN GIVING ME THE RUNAROUND. WELL, ME FOR COLGATE'S FROM NOW ON!

Now—NO BAD BREATH behind his Sparkling Smile!

...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

LATER—THANKS TO COLGATE'S

WHAT! ANOTHER TICKET, OFFICER?

TICKET? NO MA'AM! I'M JUST WANTING TO THANK YOU FOR YOUR TIP. IT SURE FIXED THINGS UP BETWEEN ME AND MY GIRL



CELEBRATING THE 125th ANNIVERSARY

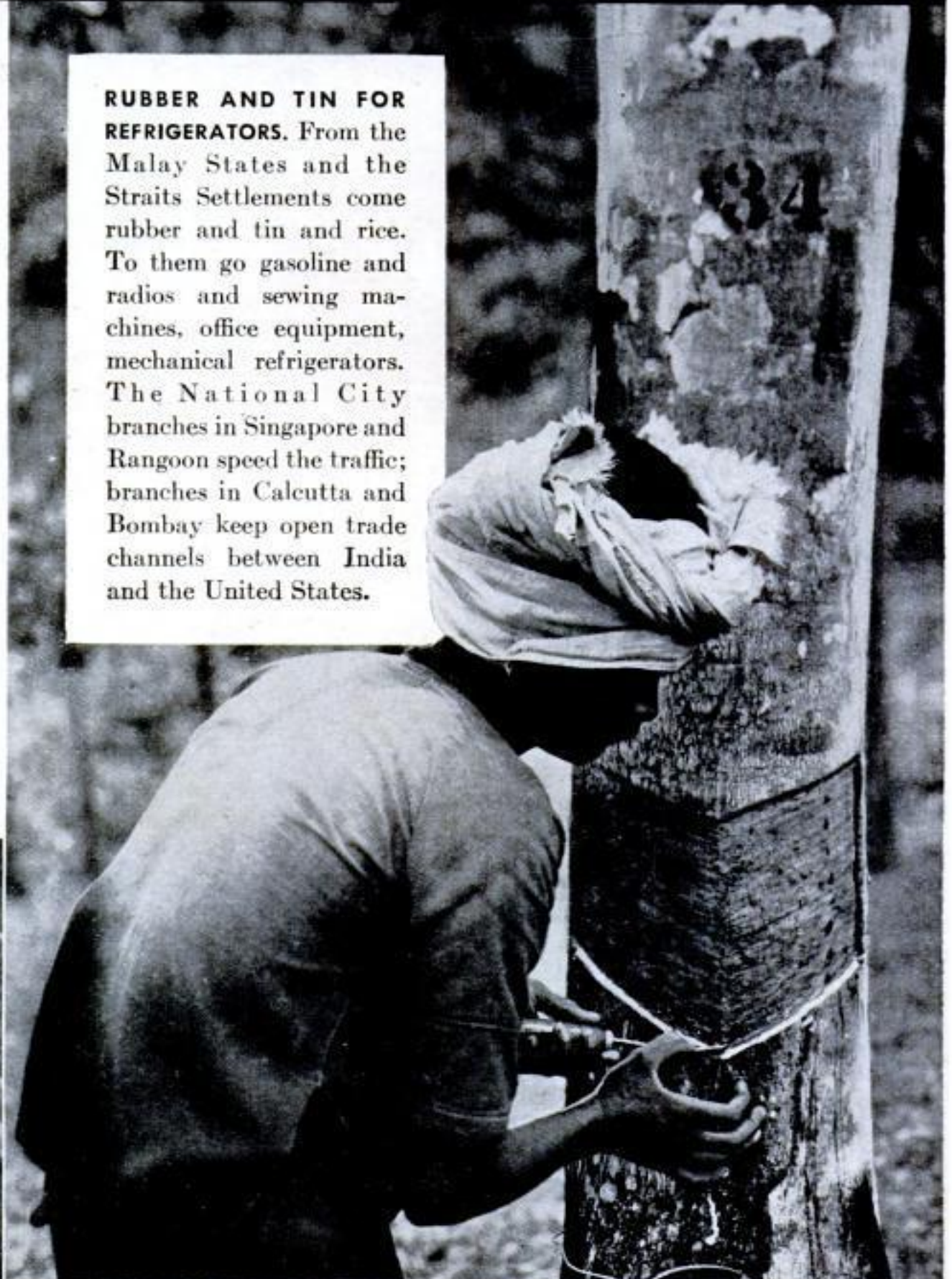
FROM COUNTRY TO COUNTRY THE BANK SPREAD ROUND THE WORLD

And American Foreign Trade Marched With It

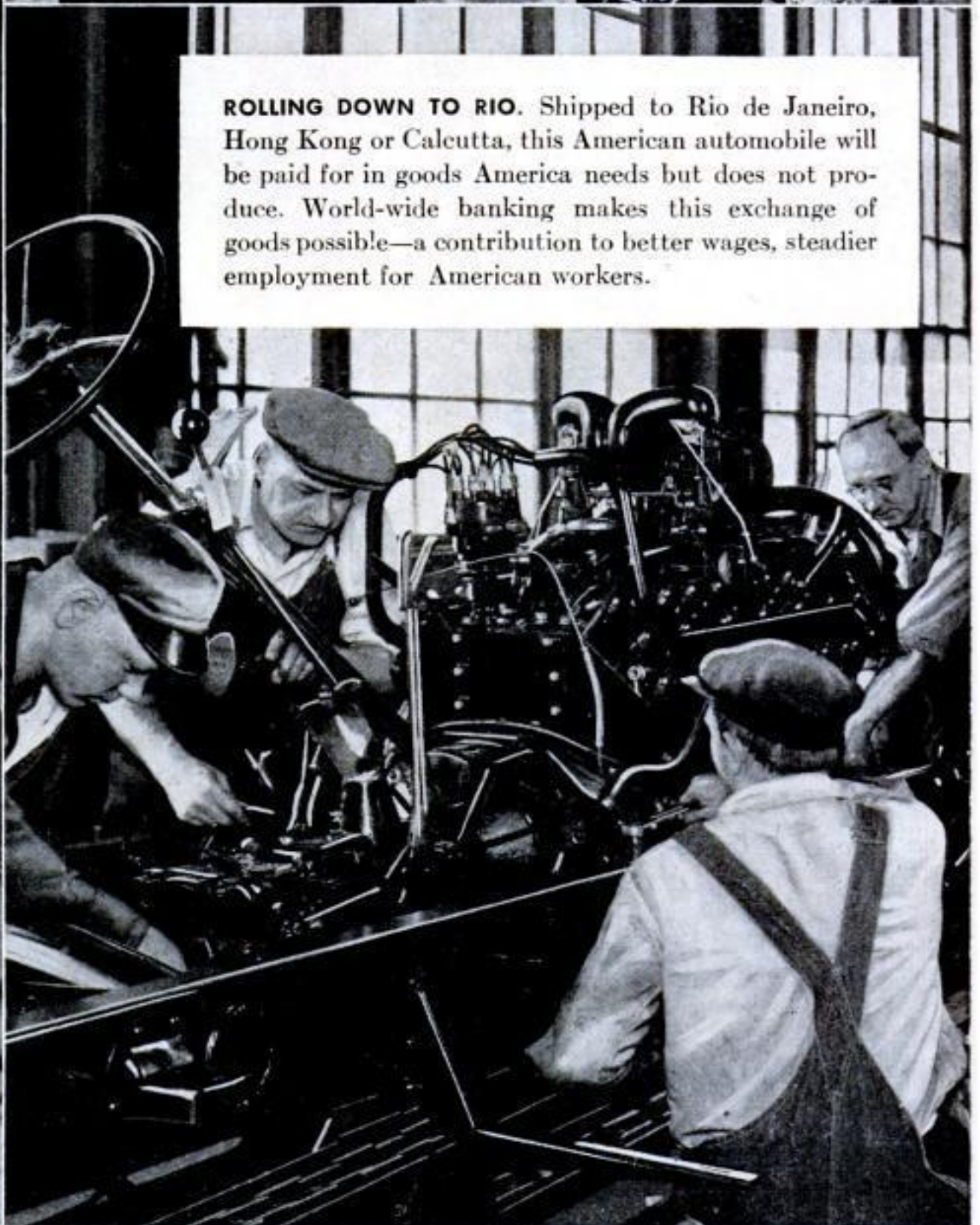
America needs rubber and coffee and spices and silk. We have wheat and cotton and scores of manufactured products to sell. In exchanging what they make for what they need, Americans have an advantage in dealing through an American bank. Especially if the bank has foreign branches strategically located along the routes of world trade.

The first foreign branch established by any American national bank was opened by National City in 1914. Year by year new branches were added until there are now 71 foreign branches and affiliates in 23 countries. The pictures illustrate how these have helped American business men, workmen and farmers to open and extend their markets abroad.

RUBBER AND TIN FOR REFRIGERATORS. From the Malay States and the Straits Settlements come rubber and tin and rice. To them go gasoline and radios and sewing machines, office equipment, mechanical refrigerators. The National City branches in Singapore and Rangoon speed the traffic; branches in Calcutta and Bombay keep open trade channels between India and the United States.



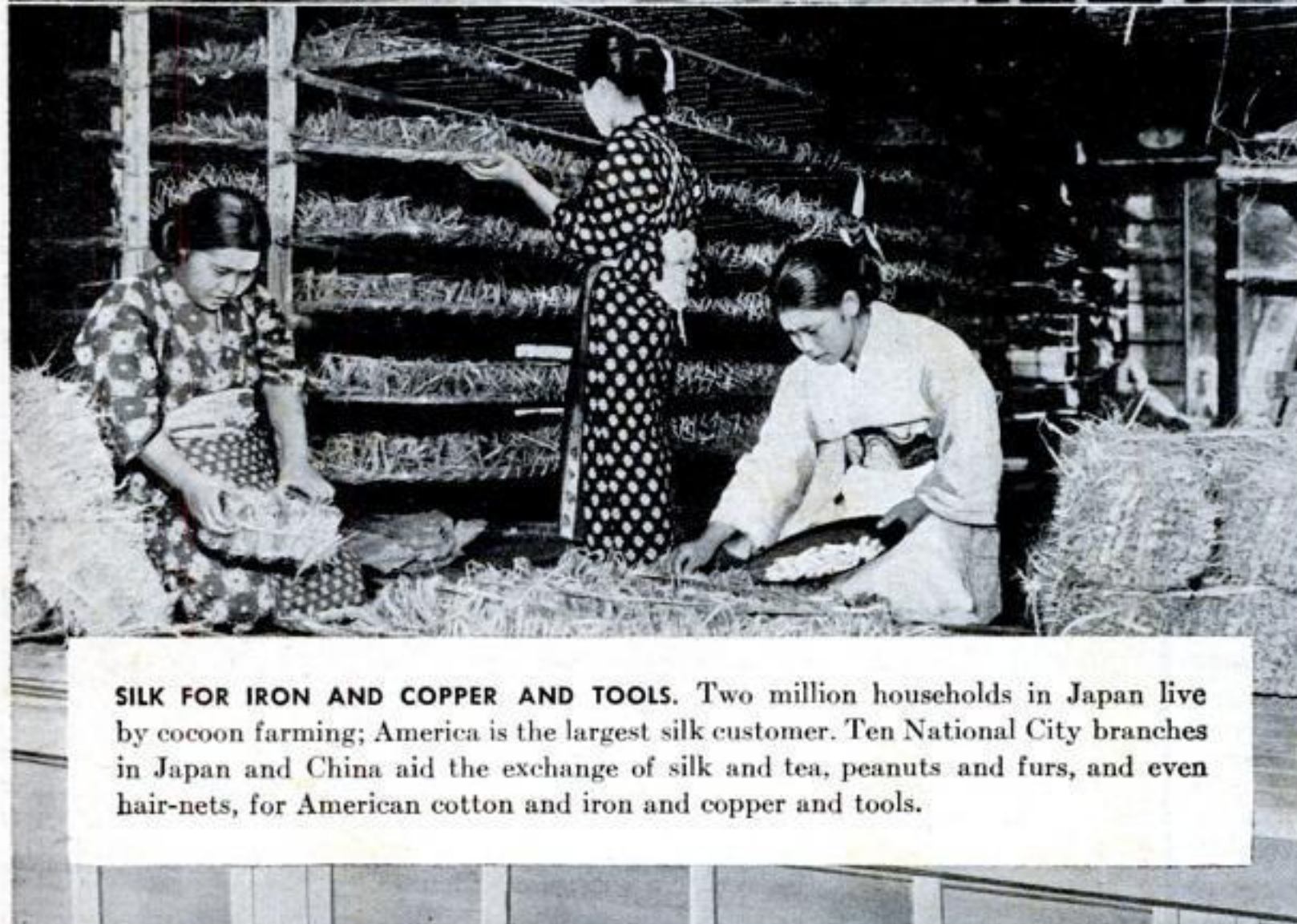
ROLLING DOWN TO RIO. Shipped to Rio de Janeiro, Hong Kong or Calcutta, this American automobile will be paid for in goods America needs but does not produce. World-wide banking makes this exchange of goods possible—a contribution to better wages, steadier employment for American workers.



COFFEE FOR TYPEWRITERS. Immensely important are friendly trade relations with our neighbors on the south; National City fosters these with 44 branches in Central and South America, so that Americans can sell more typewriters, automobiles, and hundreds of other products, receiving valuable benefits in exchange—including the morning cup of coffee.

OF THE NATIONAL CITY BANK OF NEW YORK

SUGAR FOR WHEAT AND SHOES. From Cuba come molasses, tobacco, and sugar. Back to Cuba go wheat, milk, machinery, and shoes. Thirteen National City branches dot Cuba, the "Sugar Bowl of the Caribbean," with Head Office in Havana.



SILK FOR IRON AND COPPER AND TOOLS. Two million households in Japan live by cocoon farming; America is the largest silk customer. Ten National City branches in Japan and China aid the exchange of silk and tea, peanuts and furs, and even hair-nets, for American cotton and iron and copper and tools.



NERVE CENTER OF A WORLD-WIDE BANKING SERVICE

Endless is the stream of questions and answers flowing through the switchboard at 55 Wall Street. "What is the rate of exchange with the Argentine?" "What news from your branches in Spain?" To National City also come more than 150,000 letters from foreign countries in a single month. Headquarters for overseas transactions, the Head Office makes its information and experience available through its 72 branches in Greater New York and its correspondent banking connections throughout the country.

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THE BRANCH AROUND THE CORNER CAN SERVE YOU AROUND THE WORLD

Don't treat your face like a Stepchild use **LISTERINE SHAVING CREAM**

If your skin is tender and your beard is tough, here's the cream for you, made by the makers of Listerine.

Its rich, billowy lather (24 quarts of it to the tube), wilts the wiriest beard in seconds, so that the razor's job is a cinch. Positively no pulling . . . no scraping.

At the same time, the lotion in the lather soothes, cools, and caresses the skin. There is absolutely no redness, no rawness, no smart, no burn. Won't you risk a quarter for a big 104-shave tube and learn that shaving can be made a treat instead of a trouble?

LAMBERT PHARMACAL CO., St. Louis, Mo.

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OF LATHER IN THE BIG TUBE**



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more than



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double-size tube**

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A paste so delicate in texture that teeth brushed the equivalent of ten years show not the slightest damage to precious enamel . . .

A paste of such quality that only three places in the world can supply materials good enough to

meet its requirements . . .

A paste which gives such brilliant results that glamorous models in famed New York studios call it their "Beauty Bath for Teeth" . . . Isn't it worth trying?

LAMBERT PHARMACAL CO., St. Louis, Mo.

40¢

Regular Size Tube . . . 25¢

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THE FRONT COVER IS A BEACH SCENE TAKEN BY HERBERT MATTER

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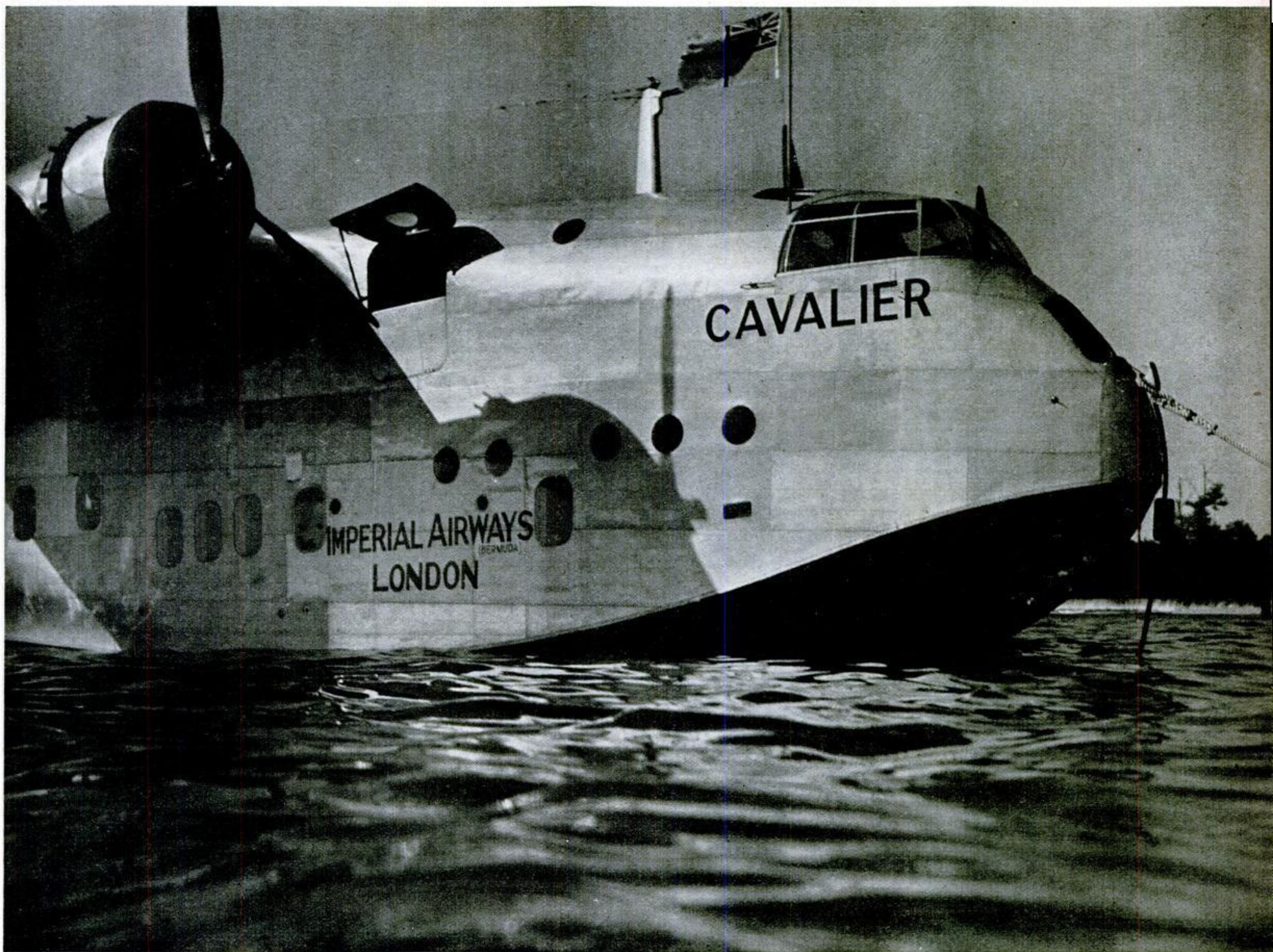


SYMBOL OF SERVICE

This country's good telephone service did not just happen. It has been made possible by the organization and development of the Bell System.

BELL TELEPHONE SYSTEM





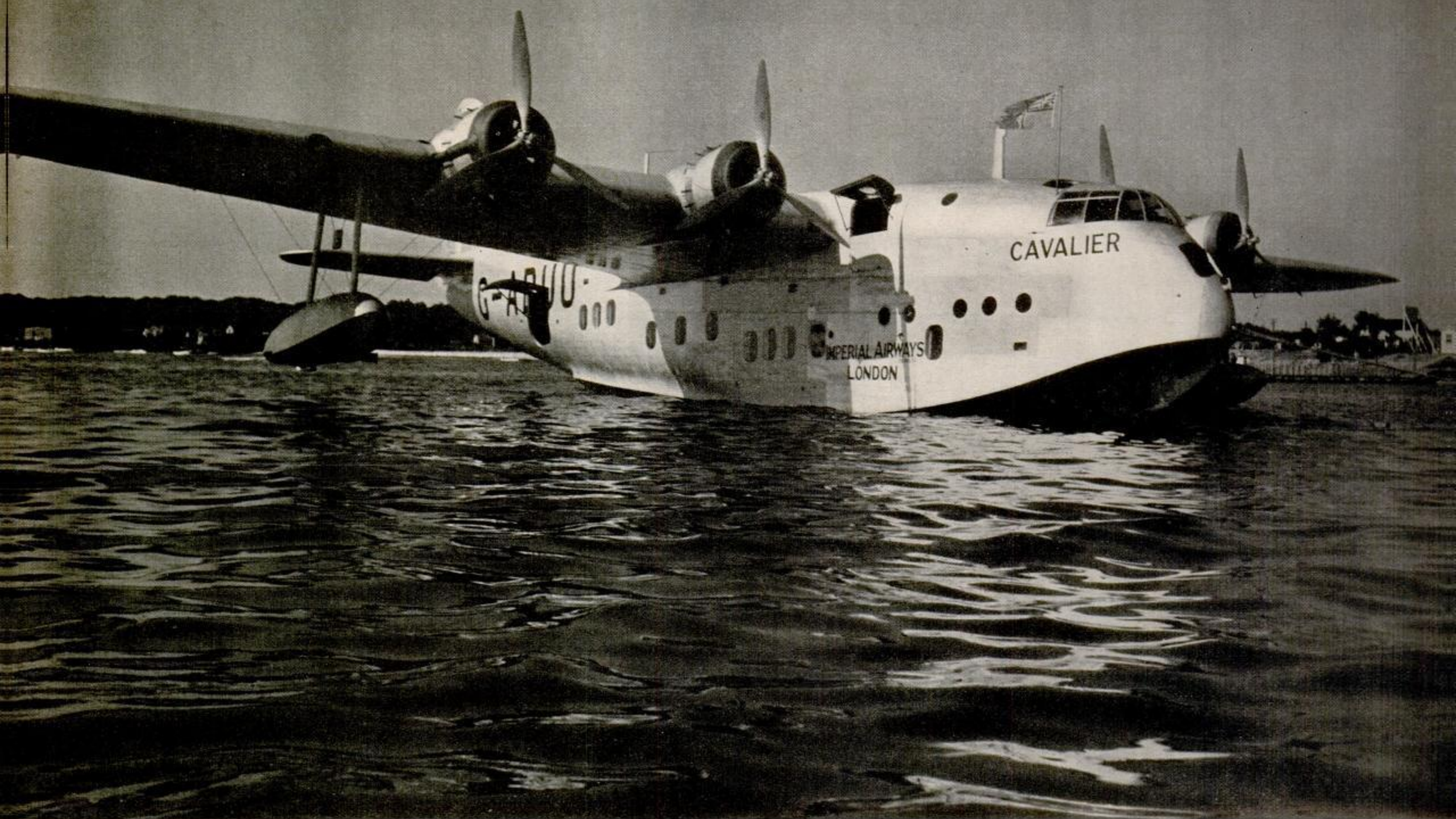
FLIGHT TO BERMUDA: U. S. AND BRITAIN MAKE PEACE OVER THE ATLANTIC

The big blunt-nosed seaplane flying the British air flag (*above*) is the last word in commercial aviation. Its immediate importance is that it brings Bermuda within a few hours' flying distance of New York. You can board it any Wednesday at 9 a. m., whiz effortlessly over 783 miles of ocean, and coast down into a coral-bound Bermuda harbor at 2:30 that afternoon. Round-trip fare is \$180.

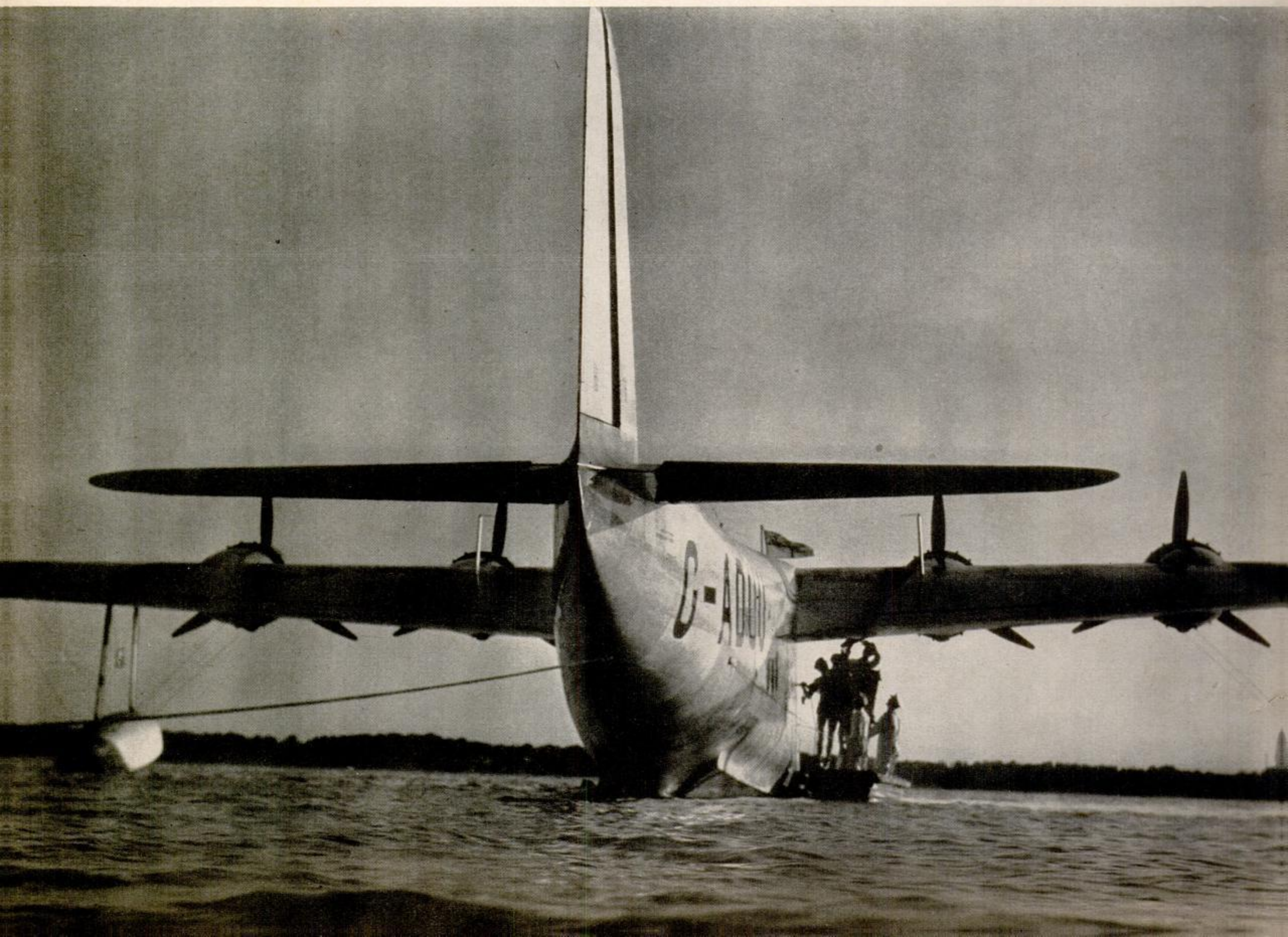
But the flying *Cavalier* has a second and more profound importance. Its arrival in New York on its first trip May 25—the first British commercial plane to land in a U. S. airport—meant that final obstacles to transatlantic air service between the U. S. and Europe had been removed. These obstacles were not technical. The vaster Pacific is already being spanned by the P. A. A. Clippers. Regular mail service between Europe and South America is now three years old. Aviators were fully equipped to cope with the hazards of transatlantic flying,

but international commercial relations had yet to be worked out. Between the U. S. and Britain, especially, each seeking with its expanding airlines to monopolize the Atlantic, existed rivalries. For at least two years international aviation has been held up by a "diplomatic lag."

The flying *Cavalier*, pride of British Imperial Airways, begins a new era. It signalizes peace over the Atlantic. By sharing the Bermuda passage flight for flight with the *Bermuda Clipper*, pride of U. S.-owned Pan American Airways, it establishes precedent for interoceanic flying agreements. The air route for passengers, mail and freight across the Atlantic is now open. Already the British are testing the De Havilland *Albatross*, a giant intercontinental express, even newer and more ingenious in its design than the *Cavalier*. Within a year it may be flying a regular schedule between New York and Ireland.



BUILT LIKE A SILVER WHALE, THE CAVALIER HAS A BIG ROUND NOSE, FOUR MOTORS ACROSS ITS WING, A 24-FT. RUDDER (BELOW)



(continued)

CAVALIER OPENS UP NEW SCENIC ROUTE

Its porthole view shows weird water patterns



To fly to Bermuda on the *Cavalier* you get in a limousine on New York's 42nd St. and are driven 25 miles out to Port Washington on Long Island Sound. Here you climb out before a gigantic steel shed, the transatlantic pier of the future. You walk out a long floating pier over the calm waters of Manhasset Bay and enter the big silver hull of the flying ship with its single high wing. Inside the roomy cabin—ceiling 9-ft. high—you sink into a comfortable green seat with a cream

head cushion. A steward buckles you in, there is a drone of motors, and a moment later you are off.

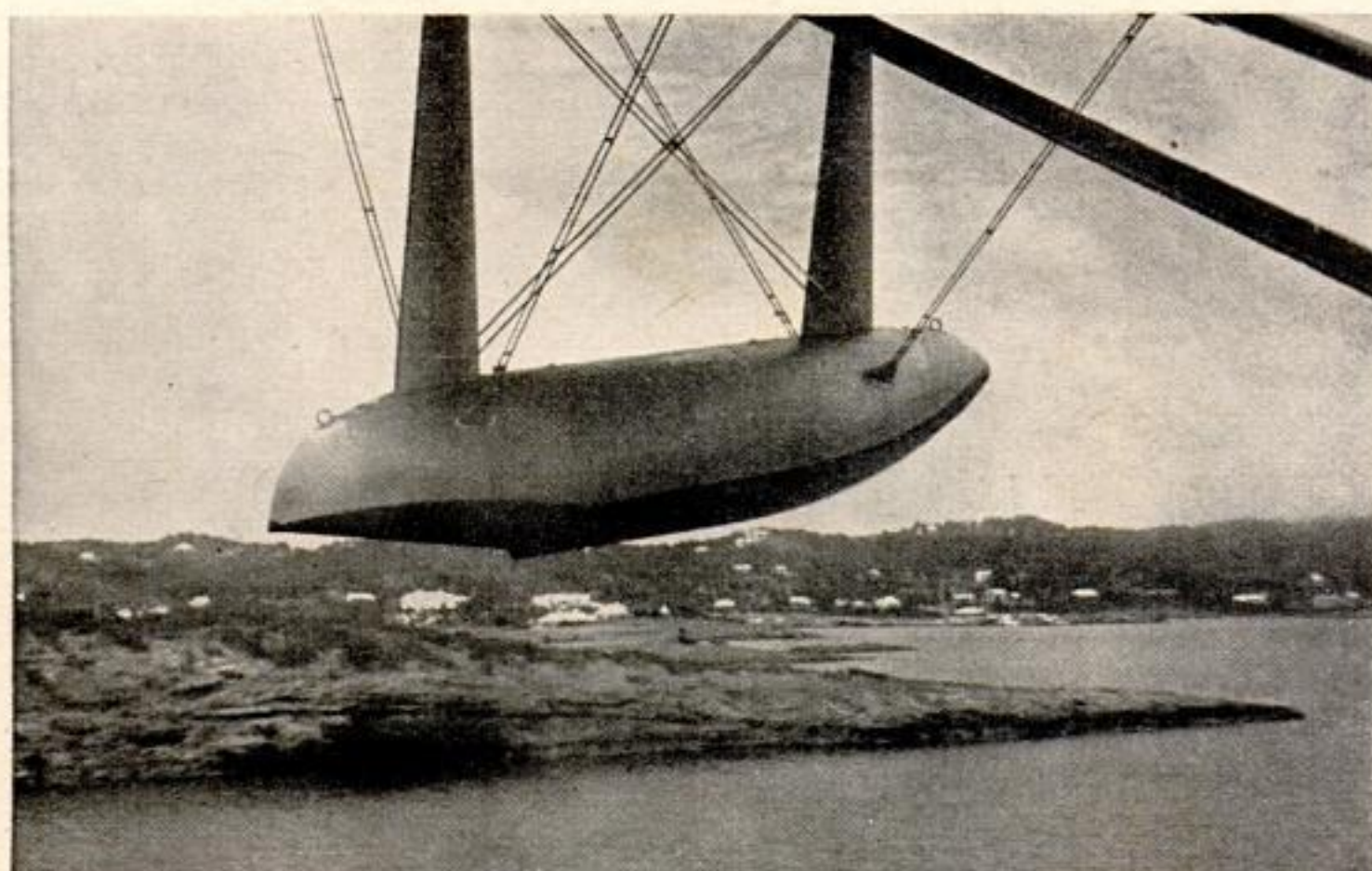
The boat skims northward through a channel of pleasure crafts. In 25 seconds it is in the air. It soars up on the 3,560 horsepower of its four Bristol Pegasus engines with scarcely a wobble, flies swiftly over the estates of Long Island, turns southeast near Jones Beach and heads out to sea. Through your porthole (*above*) the ocean is now a deep transparent blue with an even rib pattern formed by swells (*right* No. 1). Farther on a change in wind and current may ruffle up the smooth pattern of the Atlantic and produce the effect shown in picture No. 2. The *Cavalier*, though never flying high, sometimes passes through cloud banks. Looking down, you then see the sea through a dappling of white tufts (No. 3). Or again you may catch a glimpse of the plane's shadow skimming over cloud and water (*below*). Strange designs are also formed on the frosted-glass surface of the ocean by shallows, wind and waves (No. 4). Now and then the indigo below is broken by a whale spout. Ships are rare.

At 11:30 the steward sets the table beside your porthole, serves a four-course luncheon of appetizer, soup, chicken, ice cream and beverage catered by New York's swank Longchamps. For an hour you play bridge or read. Soon fishing boats appear, the water grows shallow, turns purple and green, and coral reefs lurk submerged in the ocean. Then suddenly the 22-mile crescent of islands that comprises Bermuda emerges out of the clouds like a chain of green beads imbedded in white surf. A quick circle around the harbor, a quick landing, and the city of Hamilton is 10 minutes away by launch.

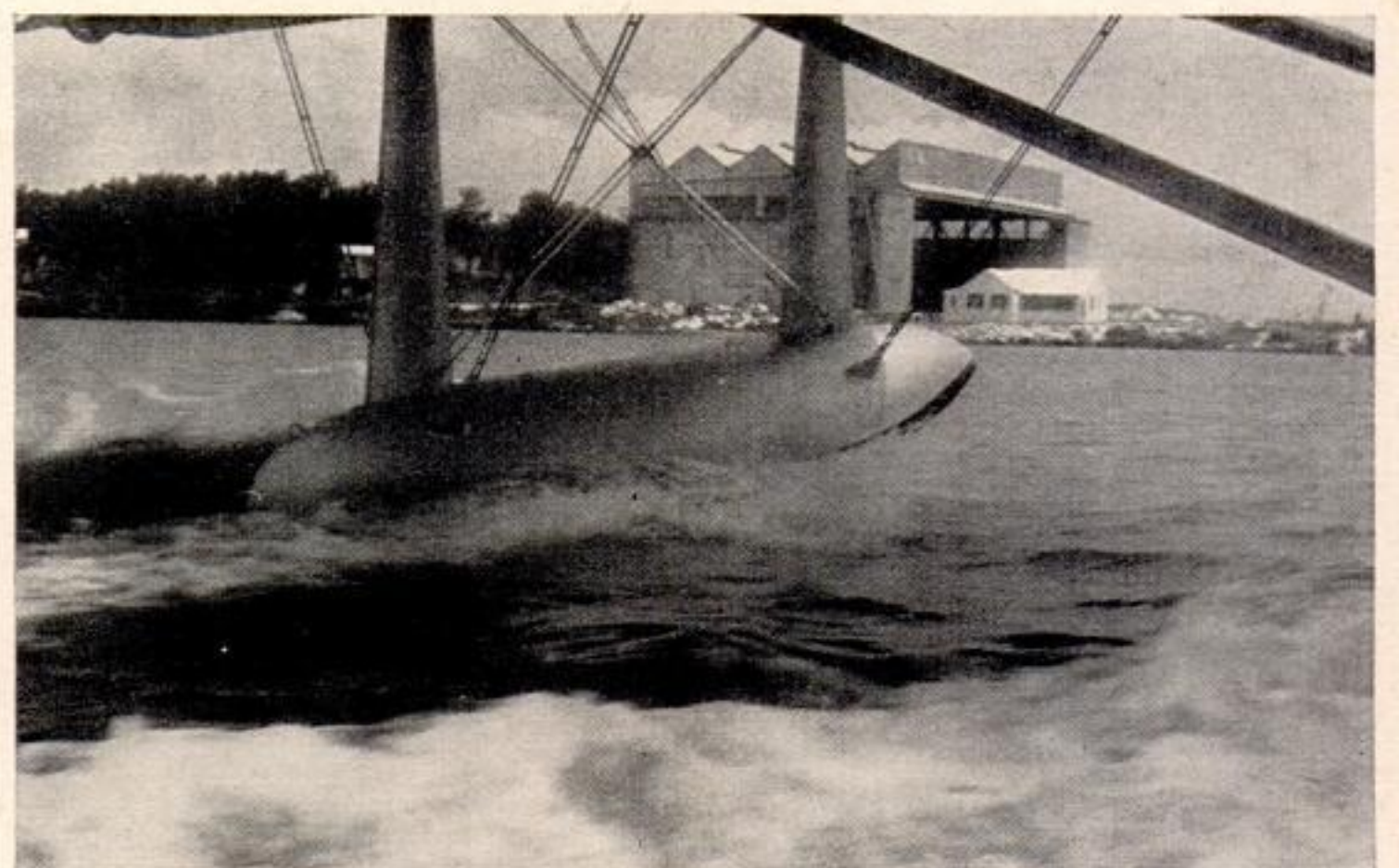




THE NEW ORDER MEETS THE OLD AS THE BERMUDA-BOUND CAVALIER PASSES THE FURNESS LINER *MONARCH OF BERMUDA* HEADED OUT TO SEA



The float of the *Bermuda Clipper* slides into the water (right) in a landing at the southern terminal of the New York-Bermuda airline. In the background is the Bermuda hangar.



The ground crew (below) services and refuels the planes at both ends of the run. If need be, they can slip off their overalls and work alongside the floats in swimming suits.





This is what Bermuda looks like from the air: a crescent of emerald reefs set in an indigo ocean. The *Cavalier* has circled Hamilton harbor and is now flying north to its landing. Slightly left of centre, beyond the main island, is Darrell's Island, with the Imperial Airways-Pan American hangar marked by five white

bands on the roof. Here you climb out of your silver plane, have your baggage inspected by customs officials, enter a launch and speed across the harbor to Hamilton, two miles east (*right*). Within a year this base may be an important station on the transatlantic air route between New York and London.

LIFE ON THE AMERICAN NEWSFRONT: A BROOKLYN GUNNER MISSES HIS TARGET



A student of ballistics, Grocer's Boy Lawrence Million bought a .22 rifle for \$4, found a bullet in a Coney Island shooting gallery.

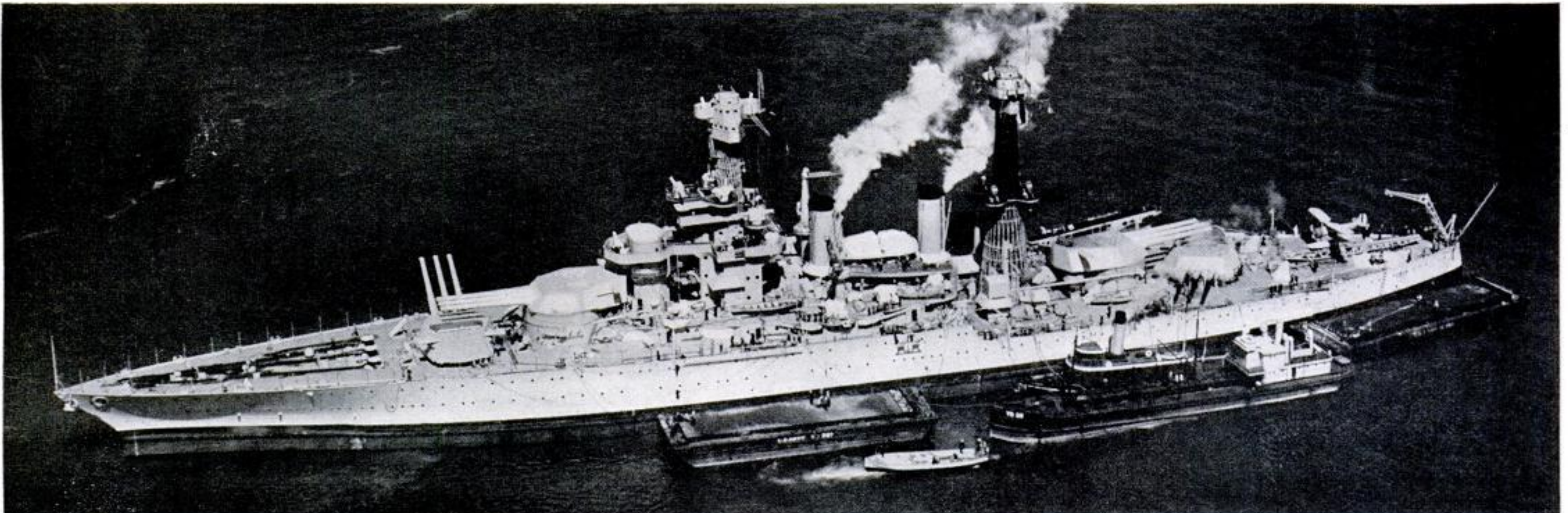


Million climbed out to this spot on his Brooklyn roof June 13, fired at a light in a movie marquee three blocks away. Dorothy Carlucci, who had come far to see Jean Harlow's last picture, was just leaving the movie.



Mrs. Carlucci dropped dead on the sidewalk with a bullet through her chest. Police carried her body away, next day searched the neighborhood. Bad-marksman Million confessed.

THE U. S. S. TENNESSEE STICKS IN THE MUD IN SAN FRANCISCO BAY



32,300 tons of battleship and 1,400 gobs were stuck in the mud on June 11 when the *U. S. S. Tennessee*, stopping over on a trip from Puget Sound to San Pedro, drifted onto

a mud bank in San Francisco Bay. Eleven tugboats tugged in vain at the stranded monster, perched high out of water. Finally, as shown above, two Navy barges and an

oil tender came alongside, pumped out some of the battleship's oil, took off 200 tons of ammunition. After 31 hours, the tugs got the *Tennessee* out of the mud at high tide.

ARIZONA WHITE MEN PERFORM SACRED HOPI SNAKE DANCE



To advertise their town, Prescott, Arizona's white businessmen dress up like Indians every June, do a Hopi snake dance. Note the shoes on the dancer above.

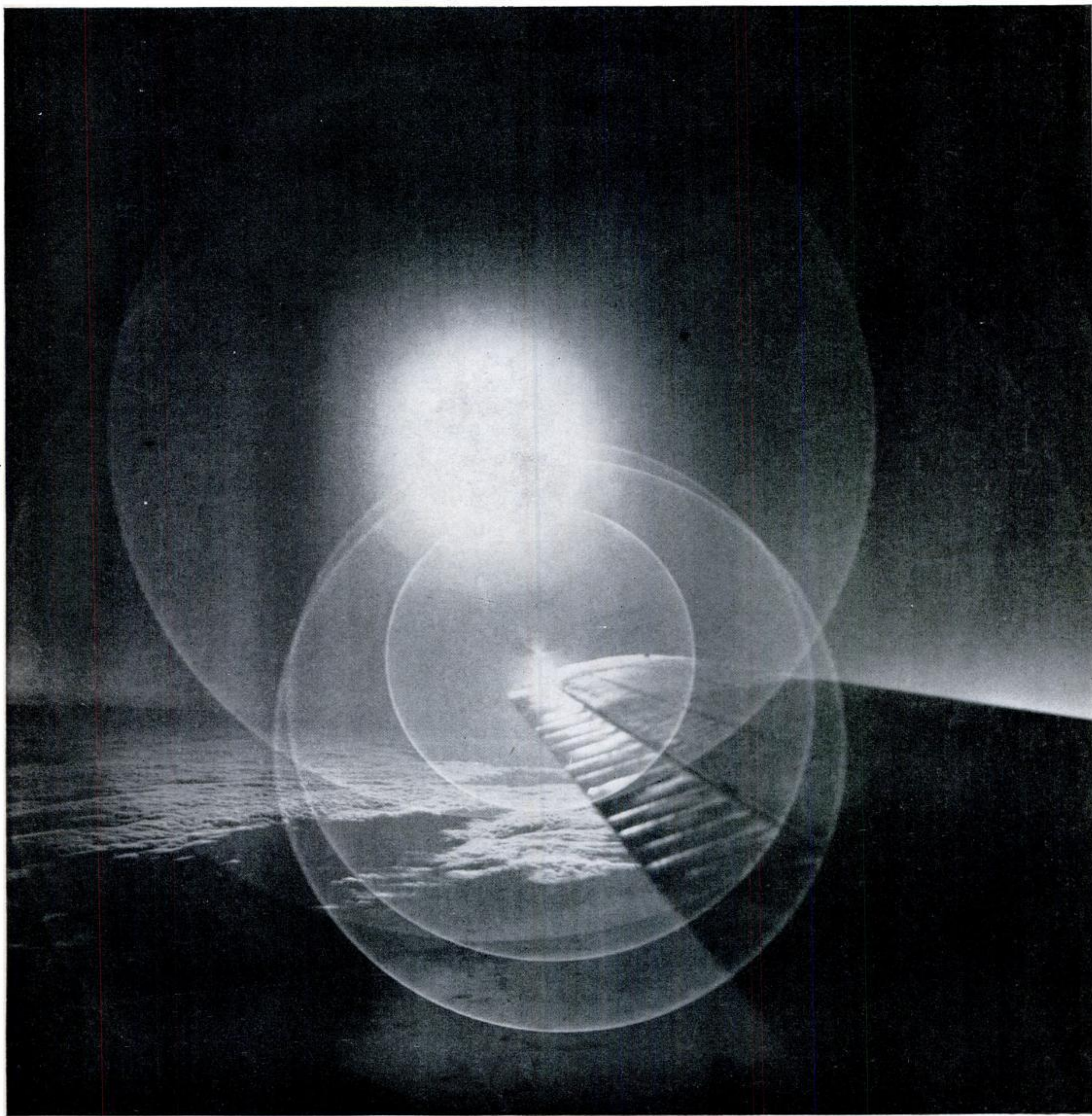


Afraid of the rattlers used by real Hopis, Prescott's "Smokis" mouth harmless bull snakes. Tourists are equally impressed.



The Smoki imitation of their sacred ceremony, though performed with reasonable accuracy and reverence, drew angry protests from Hopis. When U. S. Indian Commissioner John Collier suggested that they get a copyright, the Hopis were silenced.

LIFE ON THE AMERICAN NEWSFRONT: A SOLAR ECLIPSE BLACKENS THE PACIFIC OFF PERU

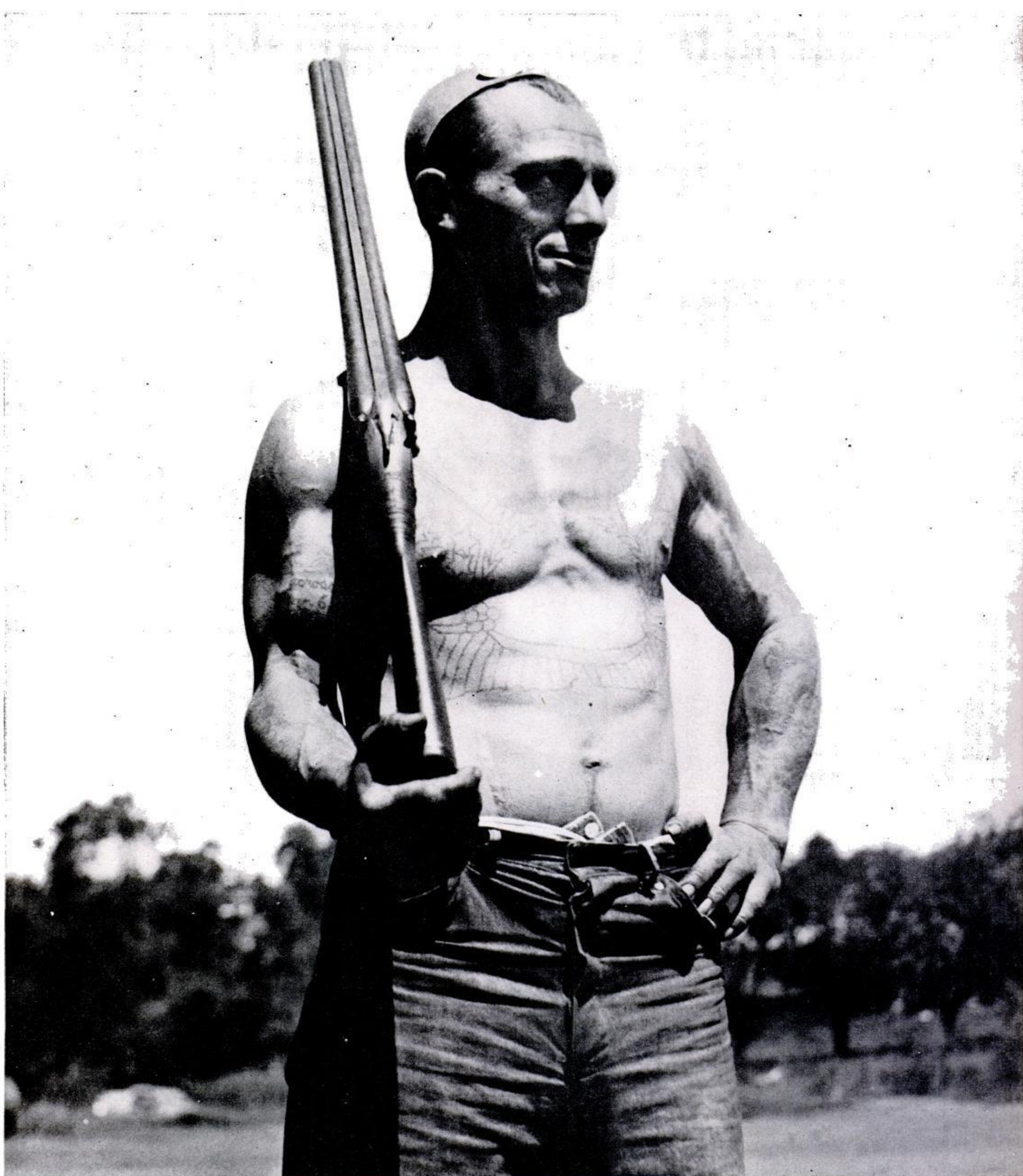


Longest eclipse of the sun in 1,200 years occurred on June 8 when the moon's shadow traveled 8,000 miles over the Pacific Ocean. Seven expeditions led by astronomers intercepted its course, watched its fleeting passage. At its noon point, in mid-Pacific, the totality lasted 7 min., 4 sec., which was 36 sec. less than a theoretical maximum for eclipses. At its eastern terminus in Peru, where the setting sun was obscured for only 2 min., 33 sec., astronomers lugged telescopes and cameras up in the mountains to record the event. Most unique picture was the one shown above. It was one of a series taken by the Hayden Planetarium-Grace Eclipse Expedition from a Pan American-Grace Airways plane at 25,000 feet over the coast of Peru.

Though only a speck of sunlight was visible at the time of the exposure,

its intensity was sufficient to cause the central glare similar to the disc of the sun. The freakish rings were due to the reflection between the several surfaces of the camera lens. This photographic phenomenon is not uncommon when the camera is pointed at a bright spot of light. Shimmering 22,000 feet below is a bank of clouds catching the last bit of sunlight. Totality has occurred in the lower left corner of the picture where the moon's shadow has blacked out all light. Scientists, snapping the sun's corona and its streamers only visible during a total eclipse, hoped to solve three problems: 1. Is there a planet nearer to the sun than Mercury? 2. Are our weather conditions related to the sun-spot cycle? 3. Are there elements in the solar gases that remain to be discovered? Careful study of observations may answer these questions.

LIFE ON THE AMERICAN NEWSFRONT: THE MAN WITH THE HOE TAKES UP A GUN

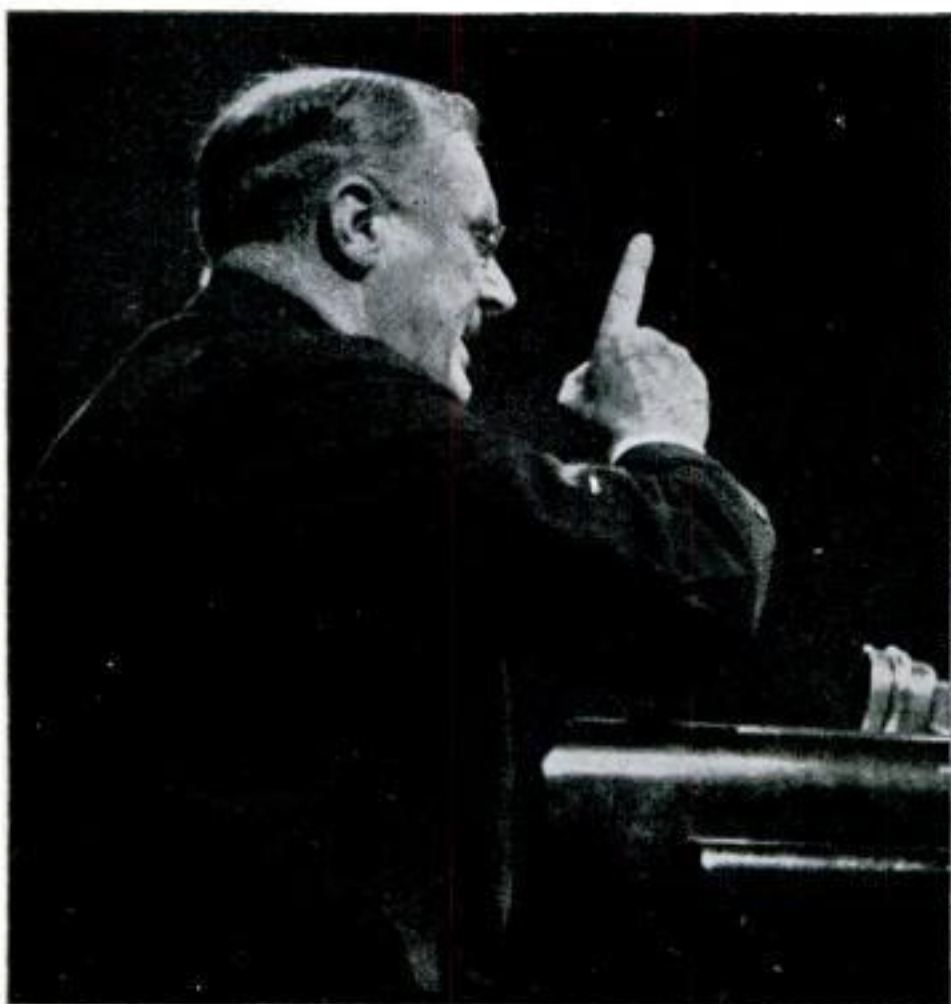


This man with a gun symbolizes the violence which has ruled the steel strike. It is a battle not only of Capital against Labor, but of worker against worker. It has raised afresh the gravest issue now facing the U. S.: Shall labor relations be governed by force or by law?

The man above, Leonard Olds, is a worker at the Newton Steel Co. in Monroe, Mich. He is one of thousands of armed vigilantes, special and private police

who, siding against their fellow workers, have been patrolling strike-torn steel towns from Monroe to Johnstown, Pa. After three weeks, 70,000 workers were idle and steel production had fallen from 92% to 76% of capacity.

"We are engaged in a civil war," wrote Pundit Dorothy Thompson in high alarm, "and unless the struggle is returned to the arena of law, that civil war will extend itself into a class struggle which may destroy the American democracy."



President Roosevelt on June 15, at last broke the historic silence which he has maintained throughout 1937's labor troubles. In reply to a reporter's question he said, pointing straight at Steelmaster Girdler and associates, that he believed any corporation willing to make an oral agreement with a union should be willing to put it in writing.



Tom Girdler, Republic Steel's hard-boiled president raised wages and hours to CIO requirements but refused to sign a formal agreement. He issued a letter to his employees declaring: "Must Republic and its men submit to the Communistic dictates and terrorism of the CIO? If America is to remain a free country, the answer is NO."



John L. Lewis, CIO boss, attacked in this way: "Tom Girdler is a heavily armed monomaniac with murderous tendencies who has gone berserk. He should be disarmed and restrained by the Government." Generalissimo Lewis also struck at his enemy's base of supply by calling out his unionists in 17 of the steel companies' "captive" coal mines.



Mayor Daniel A. Knaggs of Monroe, Mich. (pop. 18,110) on June 16 called off the special police who had broken the Newton Steel strike, but began organizing a volunteer army of 650 citizens, comprising six companies of four platoons each, to keep the peace. Mayors of strike-torn small towns generally take a strong stand for law and order.

"It is reactionary to wage the kind of fight these independent steel companies are waging," wrote Pundit Walter Lippmann, who supported Alf Landon last year. "Mr. Girdler is fighting a rear-guard action. . . . While he might be able to keep the union too weak to dominate his workers, there is no likelihood of its being too weak to cause continual trouble." The only sure way to industrial peace, thought Mr. Lippmann, is for employers to acknowledge the inevitable, encourage strong unions "compelled to accept the responsibilities that go with power."

The Wagner Act, designed to build strong unions, was supposed to begin a new era of industrial peace. But the Act, which does not compel unions to accept any responsibilities, also omits to compel employers to sign union contracts. On that omission, refusing to follow U. S. Steel's lead in signing with CIO, Little Steel has taken its stand. Instead of moving to remedy the Wagner Act, the Government on June 17 sought a temporary cure by setting up a Federal Steel Mediation Board composed of Charles P. Taft II, Lloyd K. Garrison and Edward F. McGrady.



Mayor Daniel J. Shields of Johnstown, Pa. enlisted some 300 American Legionnaires as special police to protect workers in Bethlehem Steel's big Cambria plant. As strike violence continued, Mayor Shields asked President Roosevelt to make John L. Lewis "withdraw the murderous element that now infests our city." The President made no reply.



Representative Clare E. Hoffman of Michigan asked the U. S. House: "Is President Roosevelt or John L. Lewis the boss?" To help keep union organizers out of Monroe, Congressman Hoffman volunteered to raise and lead a "well-armed" army of 100 citizens, "in view of . . . [Governor] Murphy's yellow streak and previous protection of law violators."



Governor Frank Murphy of Michigan, no coward but a labor sympathizer who hates violence and tries to settle disputes by reason instead of force, sent militia and State troopers to Monroe as much to protect strikers as to restrain them. When the strikers demonstrated their peaceable intentions, Governor Murphy withdrew the National Guard.



William Chapman Potter, the steely, able chairman of Manhattan's huge Guaranty Trust Co., was named by John Lewis as a sinister conspirator against CIO. Said Lewis: "Potter and Grace have turned [Girdler] loose on the unarmed steelworkers." Eugene Grace, president of Bethlehem Steel, said nothing. Said Banker Potter: "Absolutely false."

MOVIE OF THE WEEK:

The Road Back

Hollywood's war pictures fall into two great cycles. The "heroic" cycle began with *The Big Parade* in 1925, reached its peak with *What Price Glory*, came to an end with *Lilac Time* in 1928. Then followed the realistic cycle (1930-32) with such superfilms as *Journey's End*, *Farewell to Arms* and *All Quiet on the Western Front*. Now comes Universal with a sequel to *All Quiet* that may well start a third cycle, probably to be known as the bitter cycle.

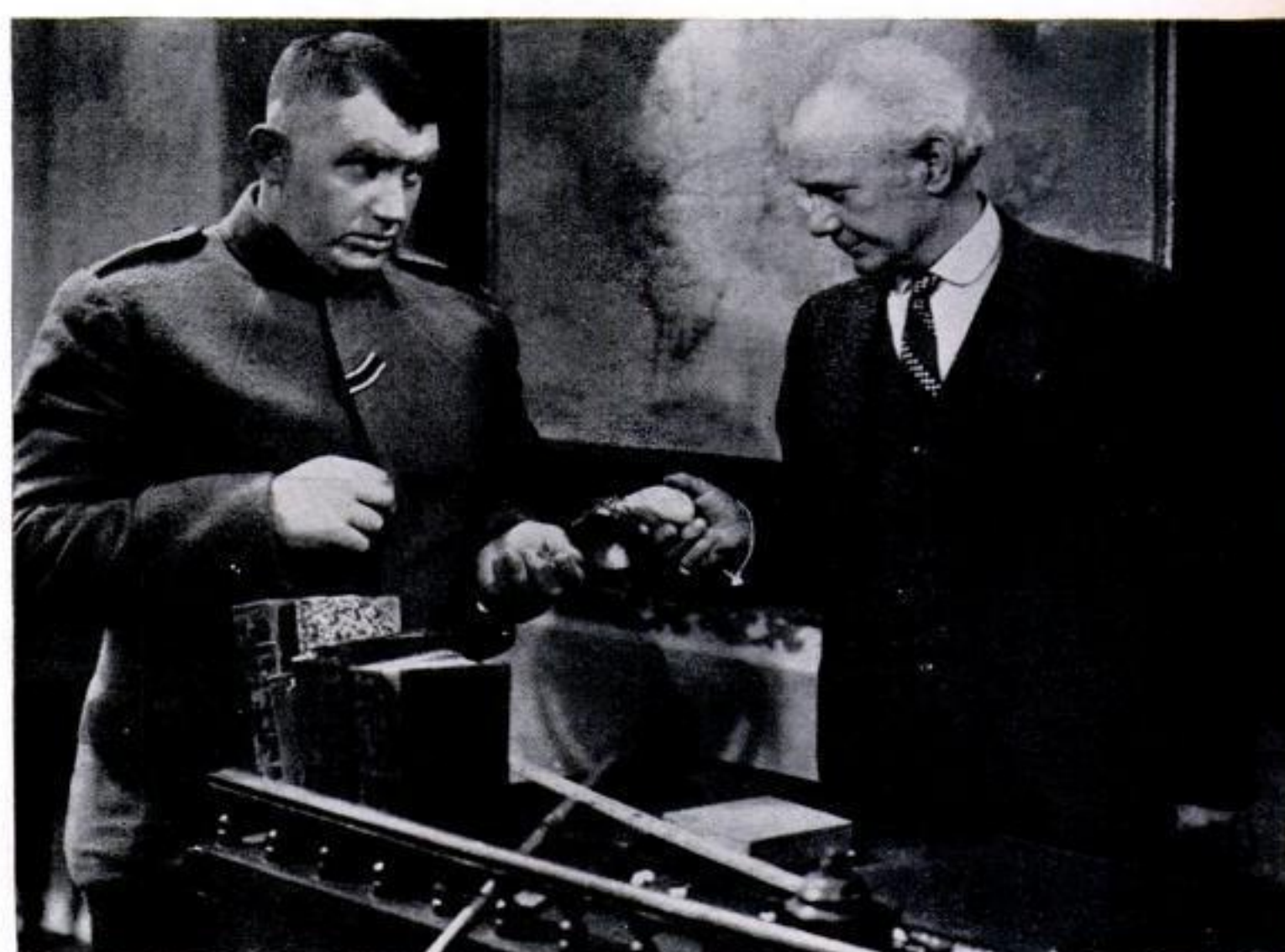
The Road Back is the story of a class of German schoolboys who find the lives to which they return after the war as fraught with defeat as the battlefields they have left. Uneasy at home, unhappy at school, unlucky in love, unable to grasp the political turmoil about them, they see little hope ahead. To tell this simple, honest story Universal built a complete battlefield and a complete German town, hired 1,500 actors, developed two new stars, lost a gunnery expert who died during a bombardment, incurred the wrath of Nazi Germany whose Los Angeles consul warned actors that all their future pictures might be banned.



1 The night before Armistice (Nov. 10, 1918) finds a group of German schoolboys weary of war. Comic Corporal Tjaden (Slim Summerville, right) assures them the war will never stop, but Weil, the radical (Larry Blake), tells them the soldiers must stop it themselves.



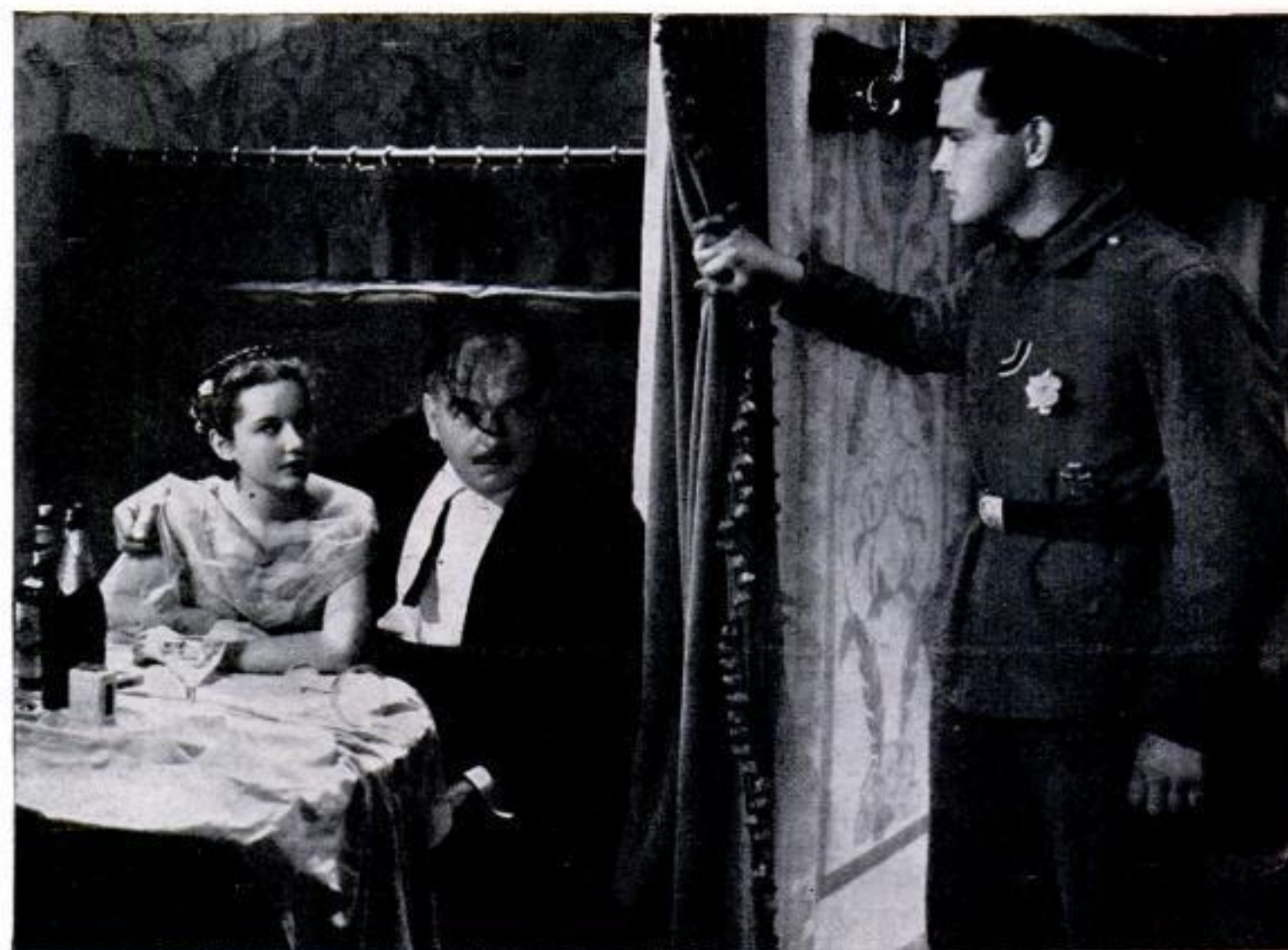
4 The company starts home. Their cause has been defeated, their comrades lie scattered on foreign fields, yet they sing for the joy of peace. Standing in centre is John King, Cincinnati radio crooner, Universal's bid in moviedom's current scramble for new stars.



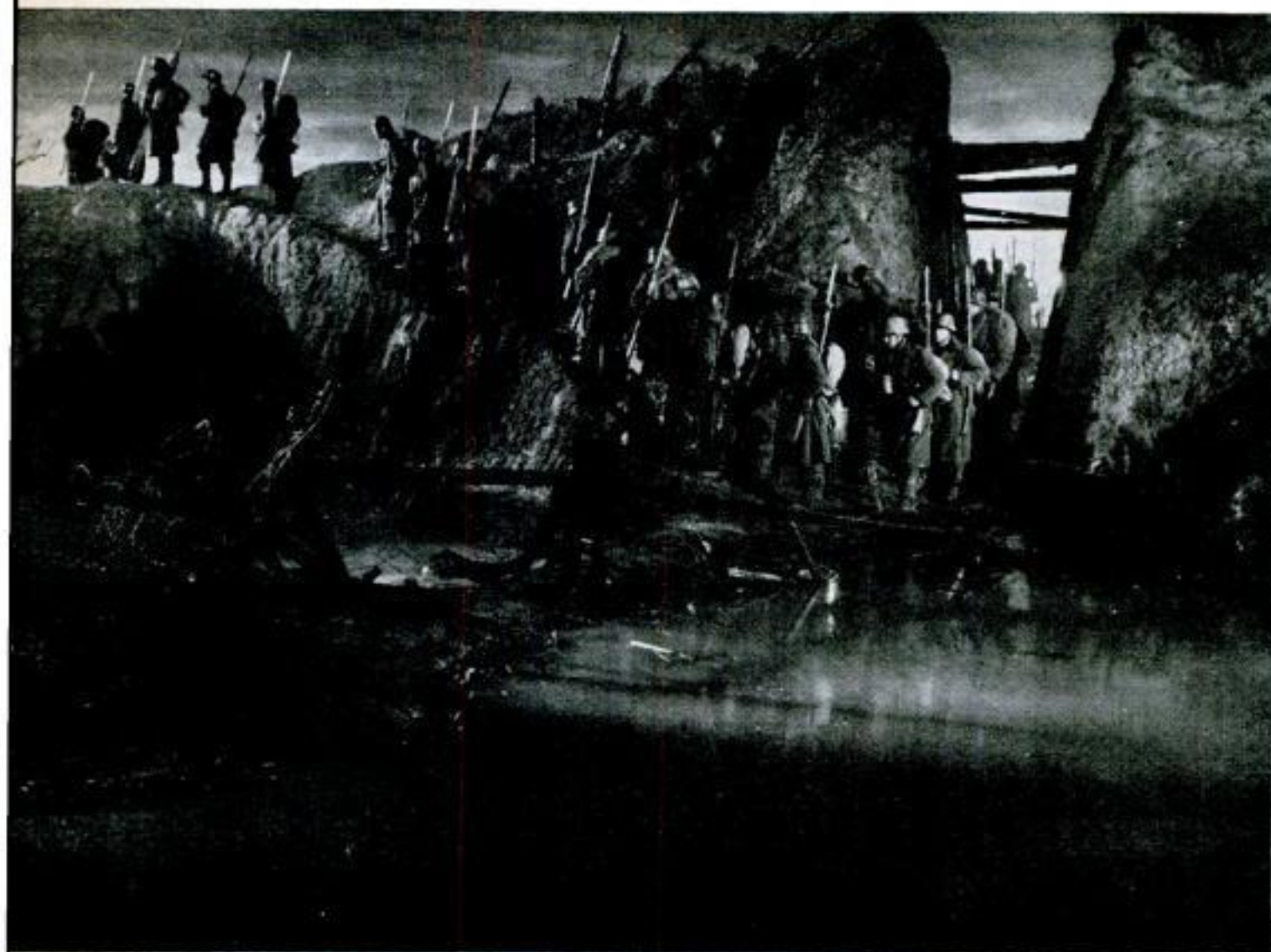
5 Back at school the demobilized soldiers find themselves strangely out of place on classroom benches. It is a poignant moment when the old teacher returns a confiscated water pistol to the soldier (Andy Devine) who for four years has been using a real gun to kill with.



8 Most lovable soldier in *The Road Back* is wistful Albert (Maurice Murphy) who dreams of reunion with Lucy, his betrothed. Lucy is awaiting him at the station, embraces him, knapsack, mud and all. This role qualifies Barbara Read (*Three Smart Girls*) for stardom.



9 Albert's and Lucy's happiness does not last long. Albert begins to suspect that Lucy is deceiving him with Bartscher, a war profiteer. He discovers them together one night behind drawn curtains in a disreputable cabaret, draws a pistol, coolly kills the man he hates.



The company is ordered to attack that night. The next twelve minutes of *The Road Back* are the most cruel war scenes ever filmed by Hollywood. As the company files up this hill, a shell lands nearby, wiping out half of them. Others are wounded, one driven insane.



Comic relief for *The Road Back* is supplied in overabundance by Slim Summerville, who carries on the burlesque noncom he played in *All Quiet*. Here he wins the mayor's daughter (Louise Fazenda) after saving her father and his sausage shop from the attack of a mob.



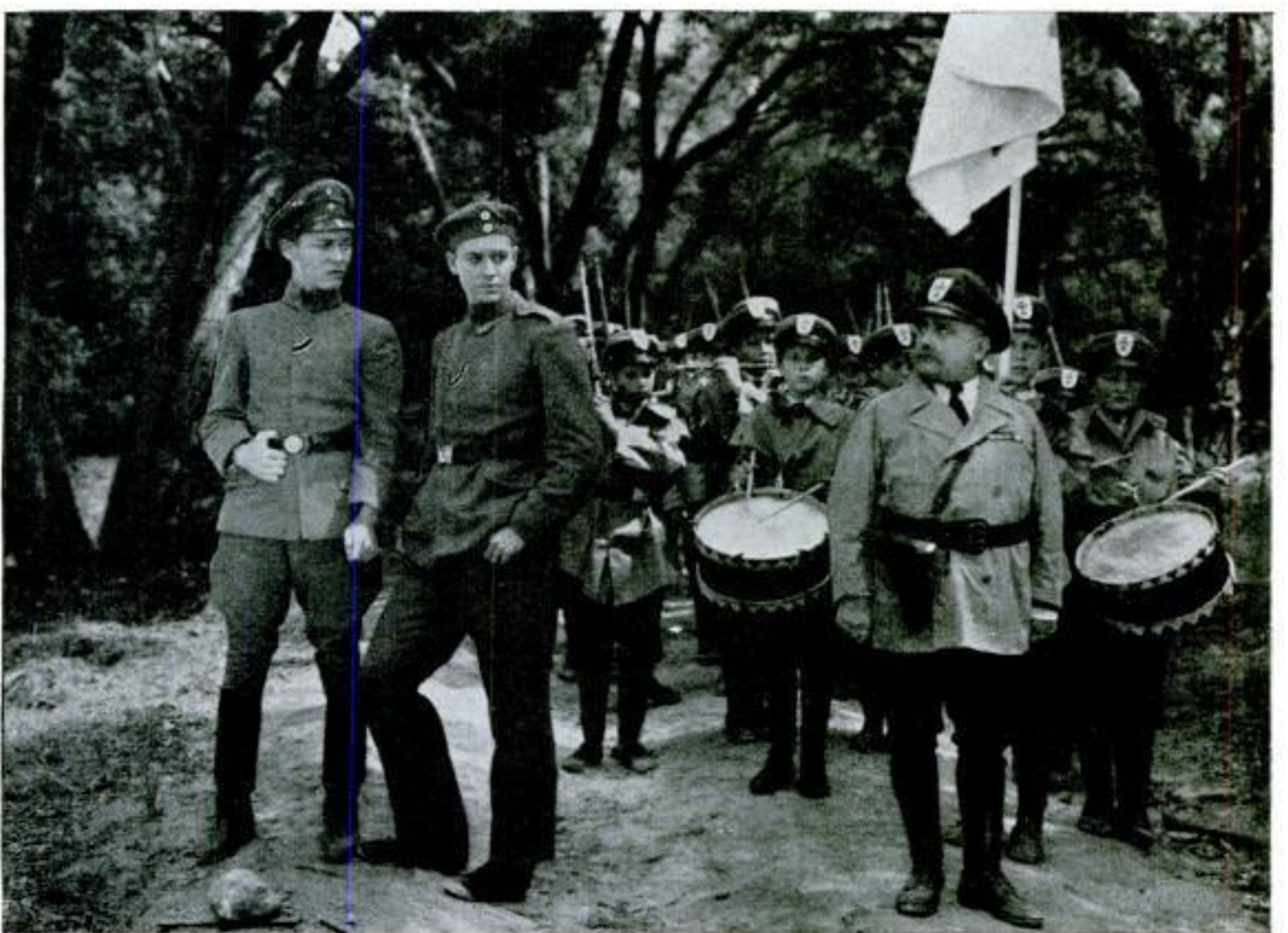
At Albert's trial all his war comrades plead for him. Albert (left) is indifferent to his fate. Ernst (John King) tells the jury, in effect, "You taught him to kill men who never did him any harm. Now you wonder why he killed the man who ruined his life."



3 The German high command meanwhile signs the Armistice in a French dining car on a railroad spur 50 miles from Paris. This scene is an actual reconstruction from drawings made by a French soldier-artist Nov. 11, 1918, at 5 a. m. The war is over. The company rejoices.



7 Goaded by hunger, the angry mob besieges the city hall. Weil, the radical soldier, steps forward to plead for them with soldiers guarding the square. At the command of his old captain, the soldiers kill Weil, rout the rioters, leave the square littered with dead.

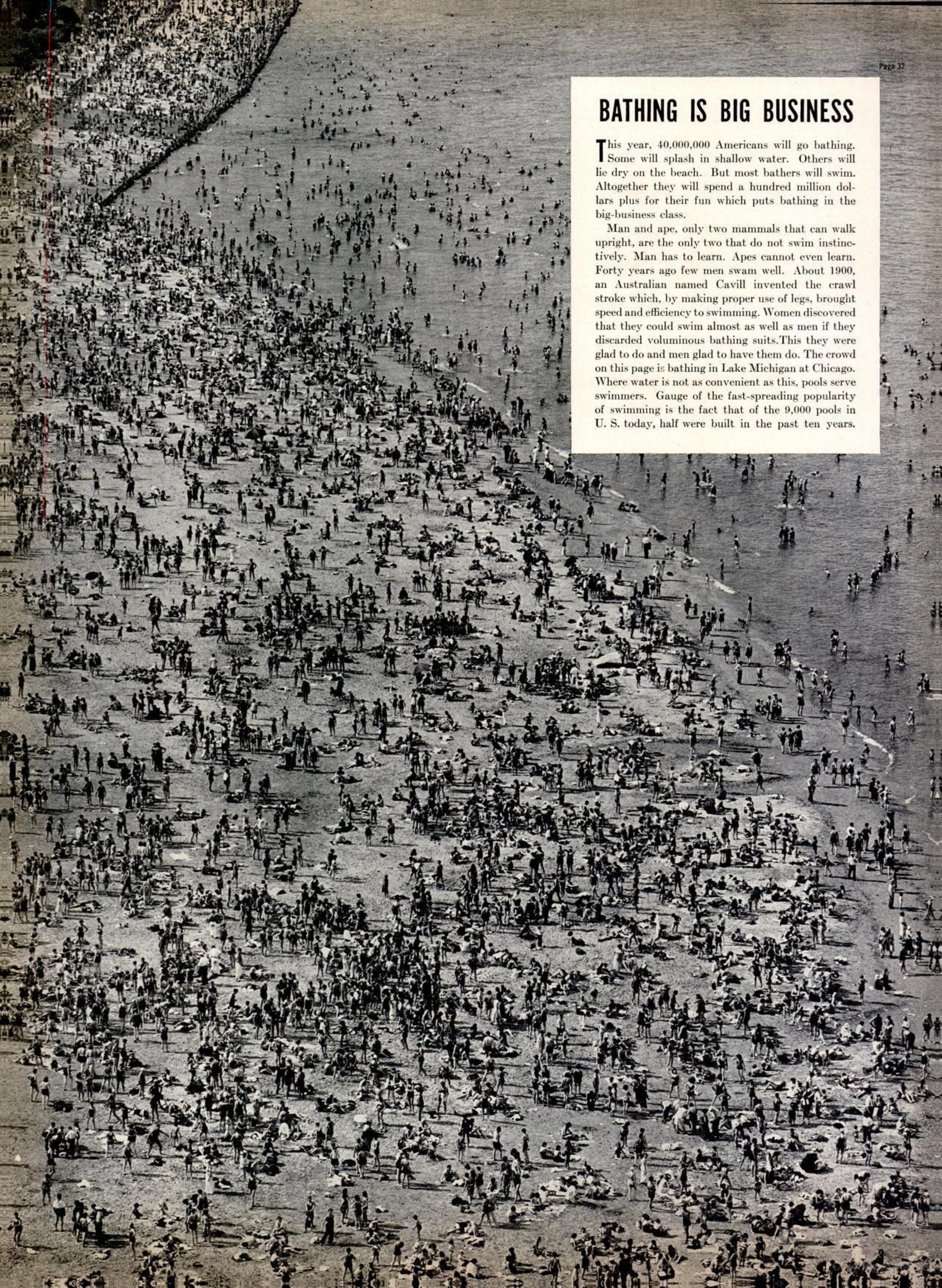


11 Albert is convicted. His trenchmates feel that they have failed to find the road back to peace and a new life. To their disgust (and the anger of the Los Angeles German consul) they meet a hideous little drawf drilling Nazilike schoolboys for the next war.

BATHING IS BIG BUSINESS

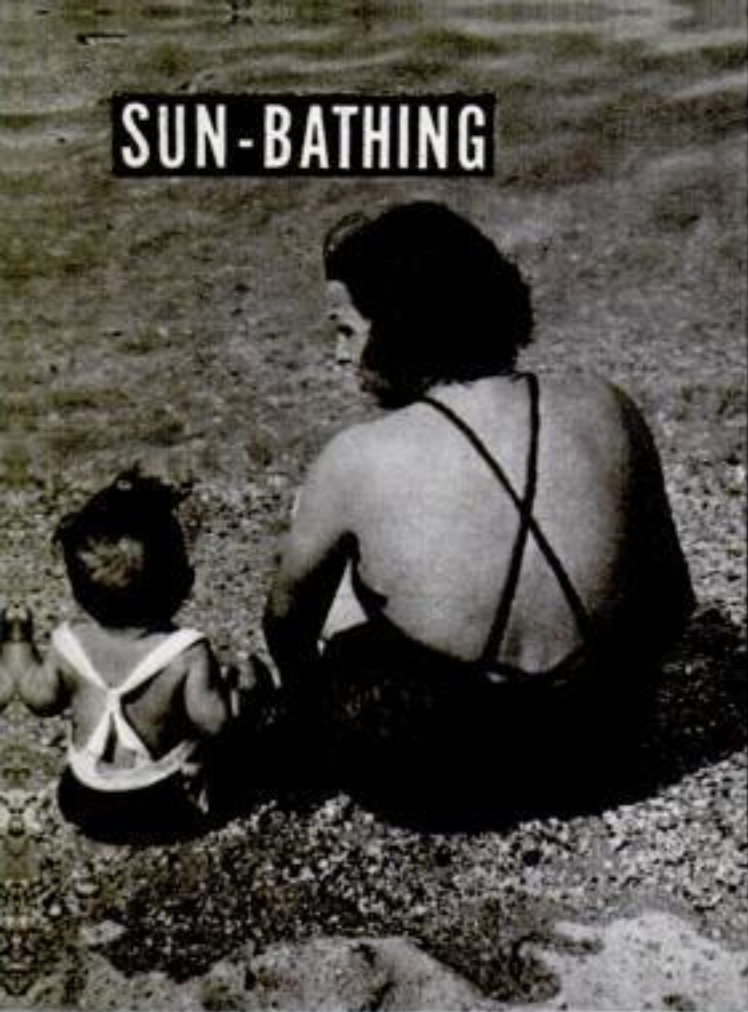
This year, 40,000,000 Americans will go bathing. Some will splash in shallow water. Others will lie dry on the beach. But most bathers will swim. Altogether they will spend a hundred million dollars plus for their fun which puts bathing in the big-business class.

Man and ape, only two mammals that can walk upright, are the only two that do not swim instinctively. Man has to learn. Apes cannot even learn. Forty years ago few men swam well. About 1900, an Australian named Cavill invented the crawl stroke which, by making proper use of legs, brought speed and efficiency to swimming. Women discovered that they could swim almost as well as men if they discarded voluminous bathing suits. This they were glad to do and men glad to have them do. The crowd on this page is bathing in Lake Michigan at Chicago. Where water is not as convenient as this, pools serve swimmers. Gauge of the fast-spreading popularity of swimming is the fact that of the 9,000 pools in U. S. today, half were built in the past ten years.





SUN-BATHING



Baby's bathing today includes sun-bathing and his sun suit is like mama's.



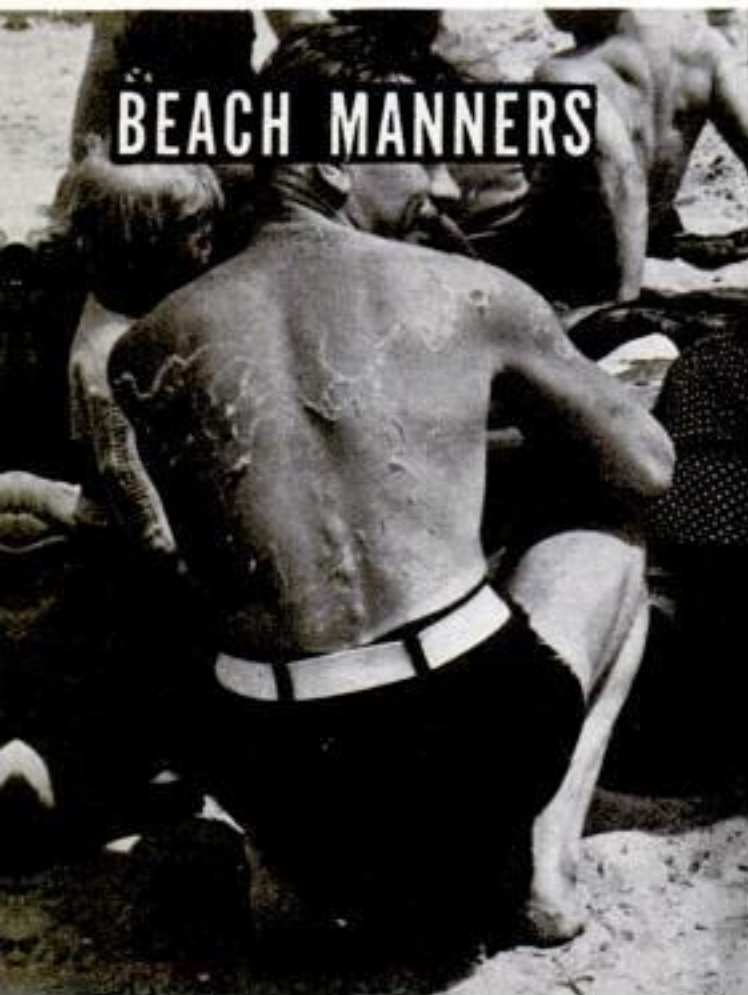
A lady's sun bath should give an even coat of tan. No white strap marks will cross this back.



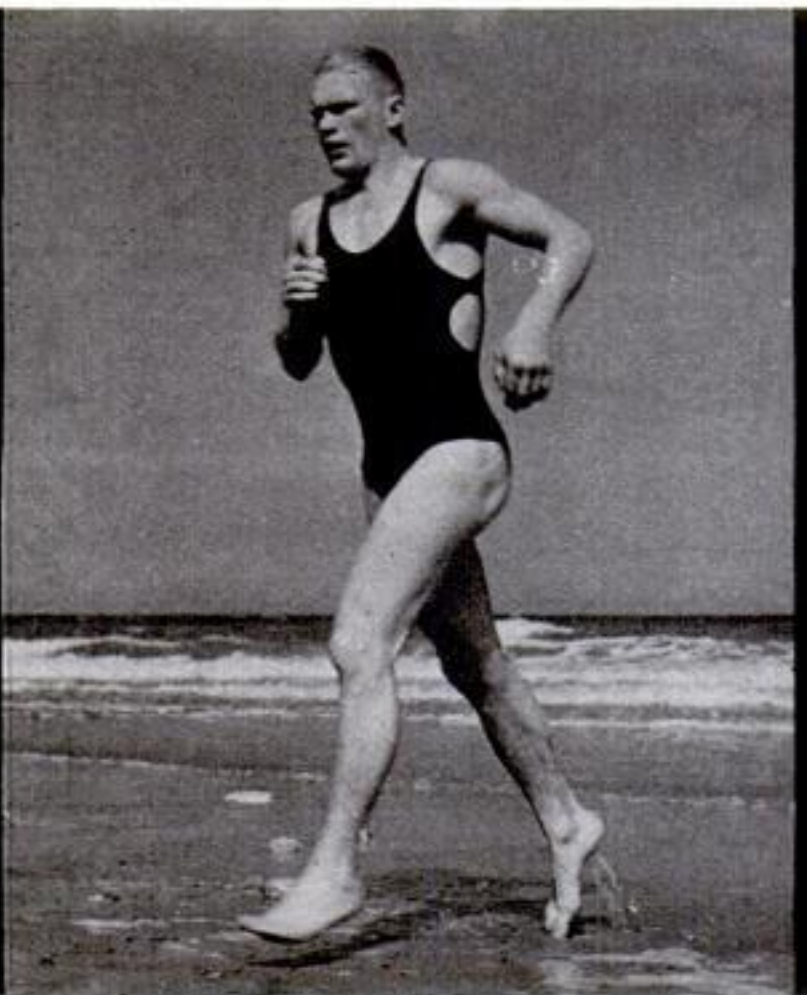
The Gary Coopers sun themselves at Santa Barbara, where men can discard suit tops and women let should-

er straps down. Many public beaches forbid both these practices but their number is steadily decreasing.

BEACH MANNERS



Don't sunburn as much as this enthusiast. It is painful and looks ugly.



Don't strut even if you have just as fine a physique to show off as this husky fellow has.



Don't clown unless you can be really funny. A beach makes most people think they are amusing when they are only silly.

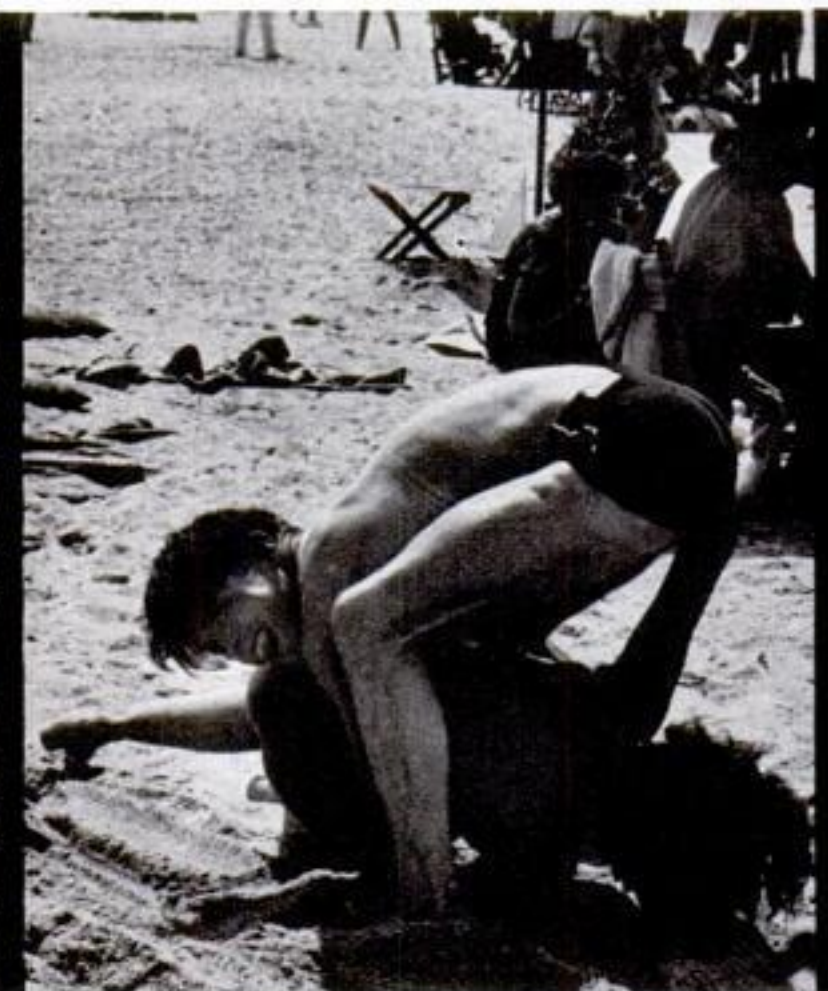


Don't be athletic like this. It is ostentatious and seaweed does not make a good setting.

BEACH FUN



Wrestling with your girl is one of the most popular beach diversions. Spectators will also enjoy it.



Lift her gently up and pay no heed to her protests because she enjoys it as much as you do.

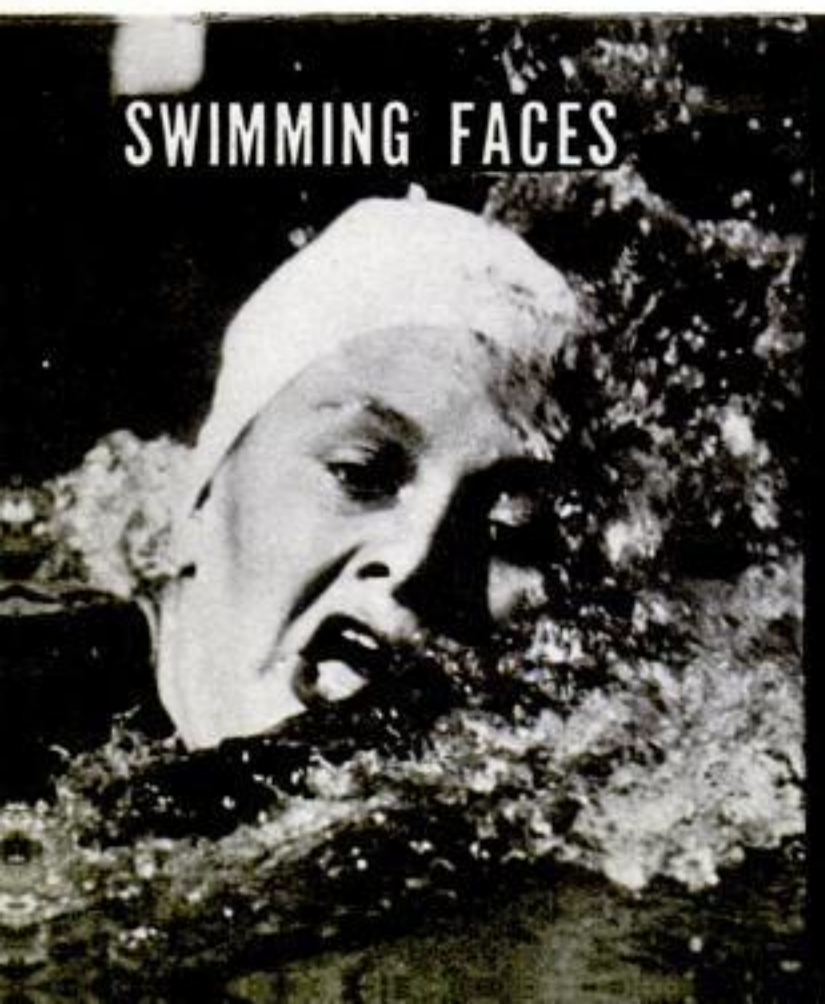


Be careful, though, not to get sand in her hair and face. This is likely to spoil her fun.



Let her down when she gets this high unless you are sure you can really wave her aloft.

SWIMMING FACES

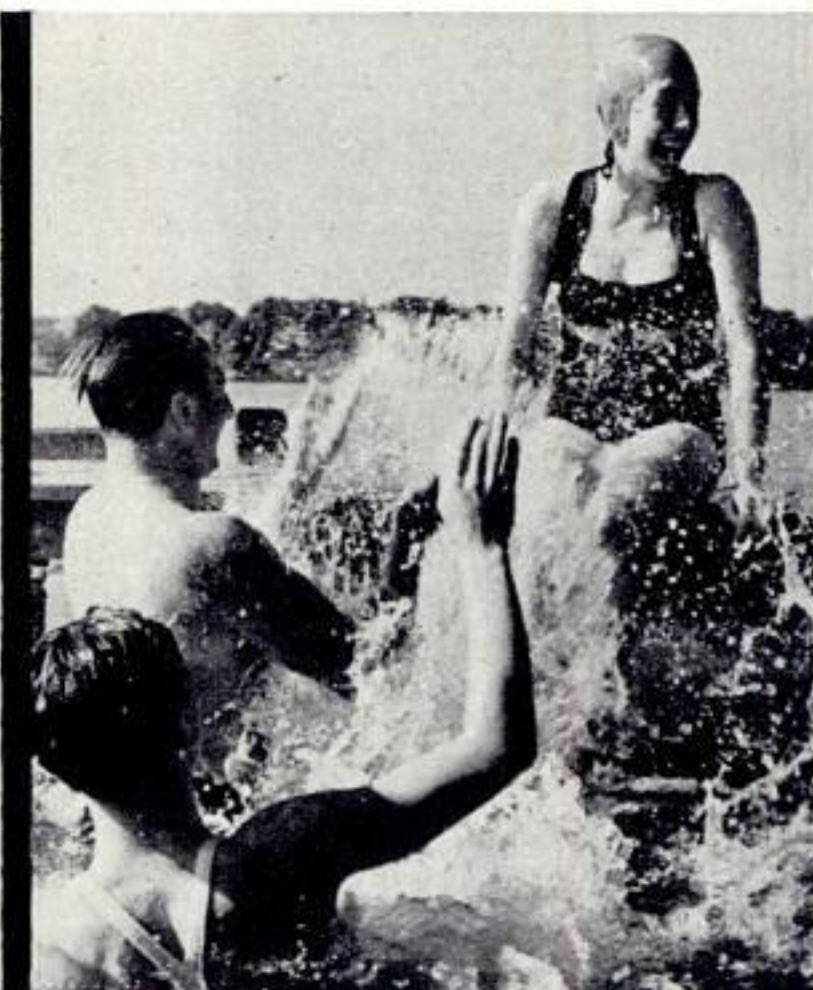




"Altogether" sun bathers, like this novice, must confine their exposure to private pools, or remote beaches. U. S. nude bathing is most prevalent in rural swimming holes.

A cautious sun bather is the person under the striped beach robe who realizes that too much sun can be

harmful. The proper amount of sun is healthful, gives vitamins, helps cure rickets and relaxes nerves.



Don't duck baby. It will give him geophyrophobia, which means fear of water. Let him go wading without coercion.

Don't splash. Nobody likes to be splashed and good nature like this is simply hypocrisy.

Don't wear a towel and a straw hat. It is extremely unattractive. Hire a beach umbrella.

Don't drown. Last year, more than 5,000 Americans ignored this precept.



Ducking the old man is permissible where ducking baby (above) is not. Putting out his cigar makes it more hilarious.

The photographic pyramid should never be neglected. Be sure to get every single face showing and don't take too long focusing or the pyramid will topple.

Splashing sister is the one exception to the don't splash rule, especially if done when sister is drying off.

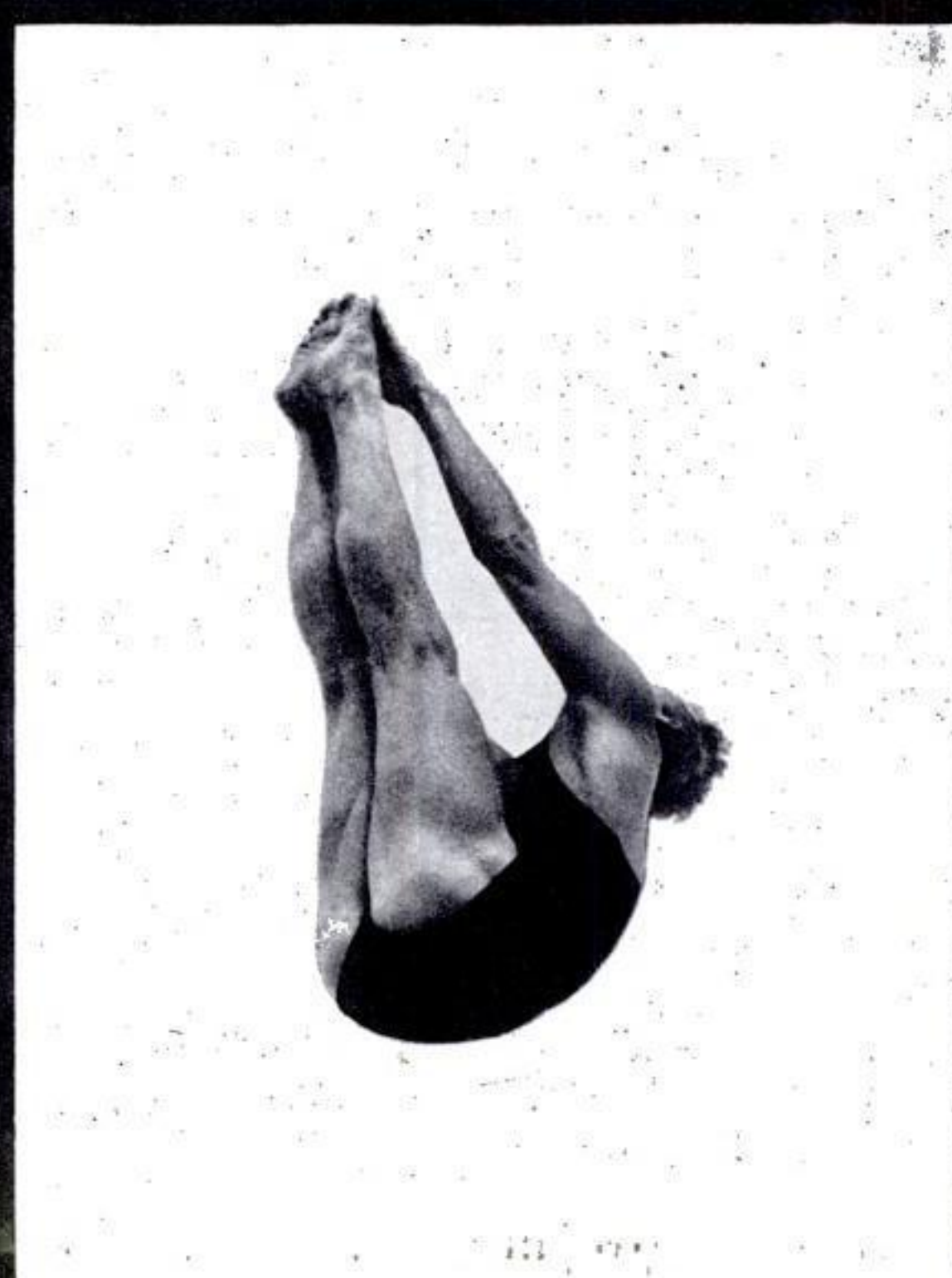
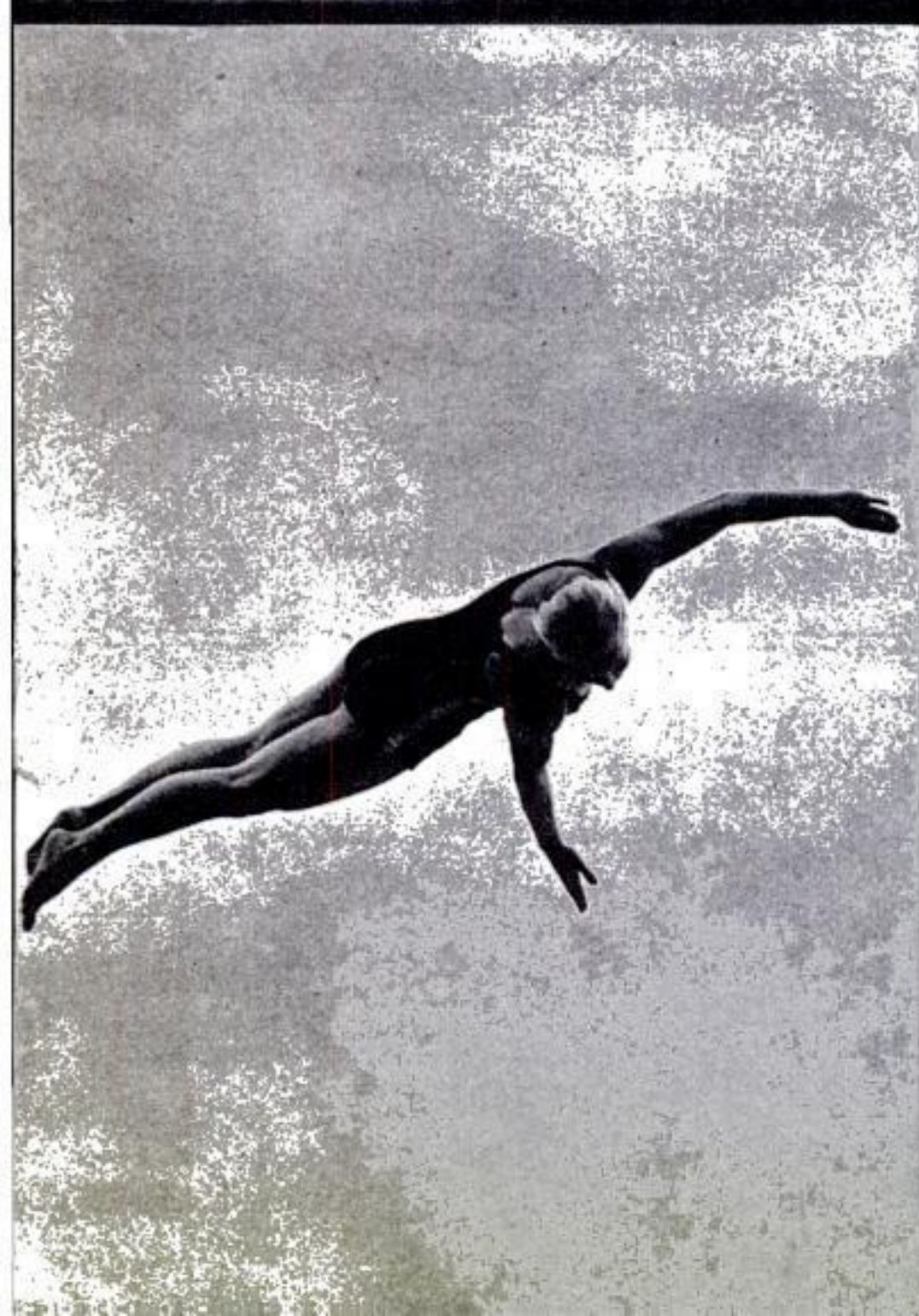
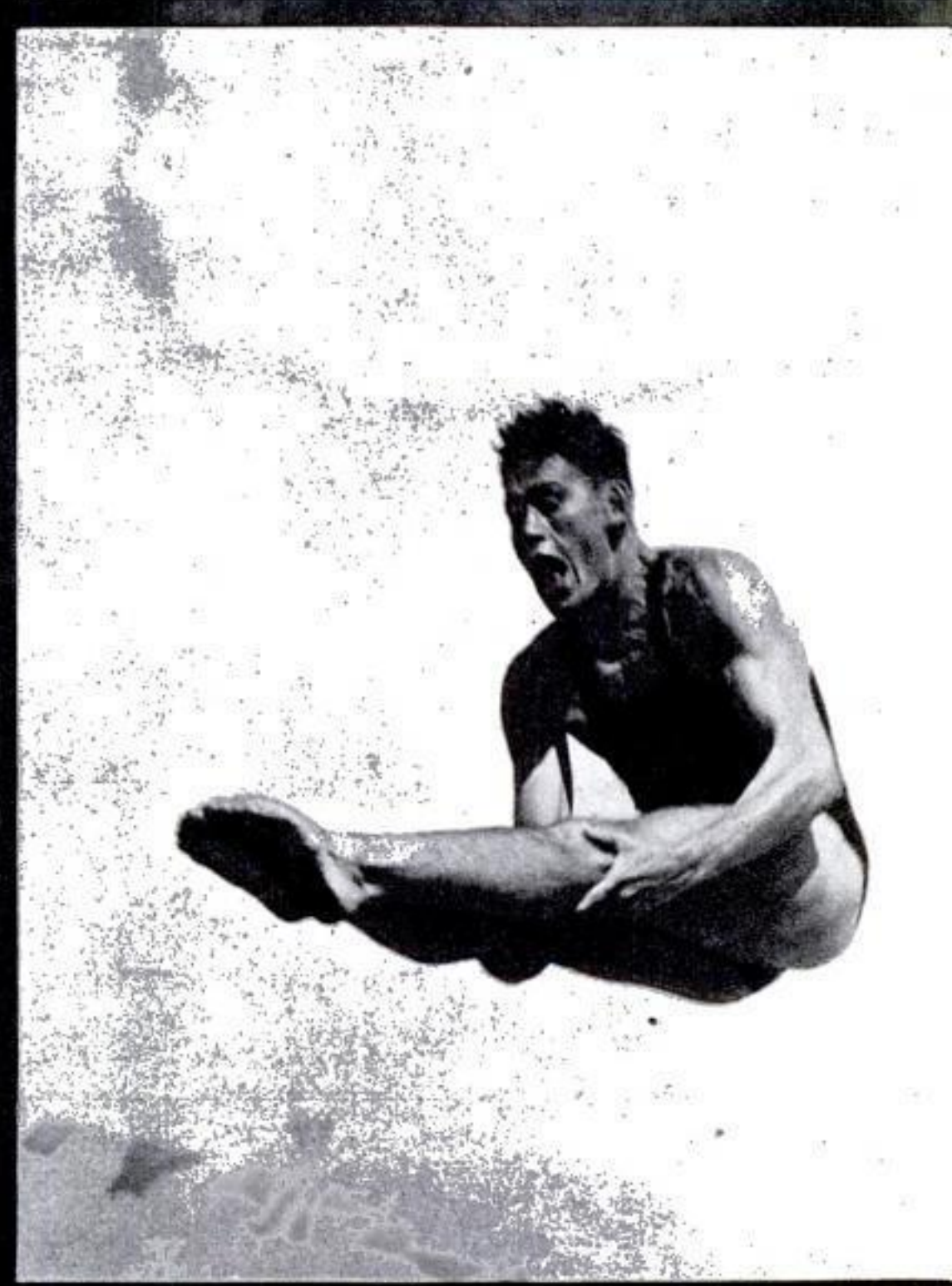
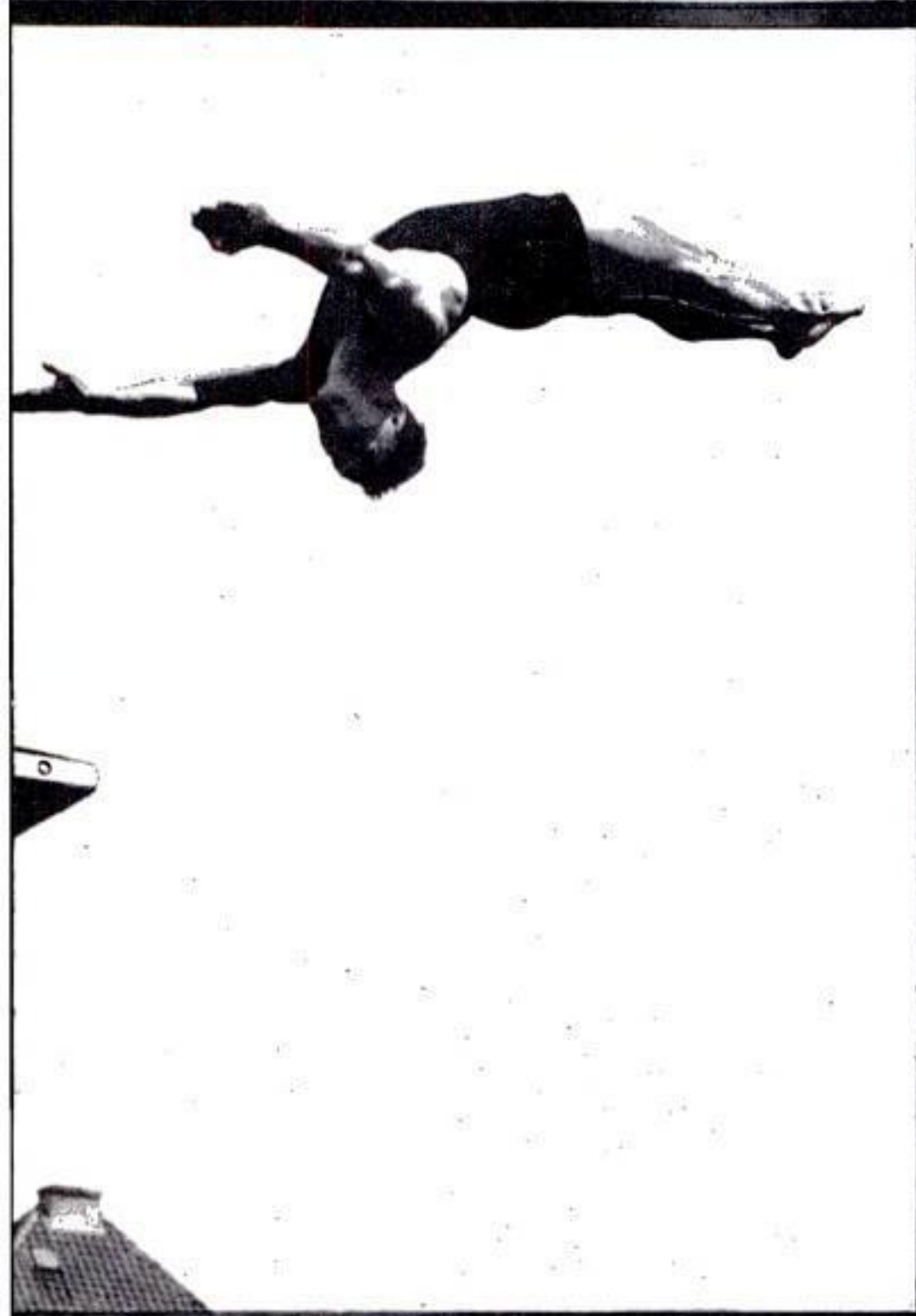
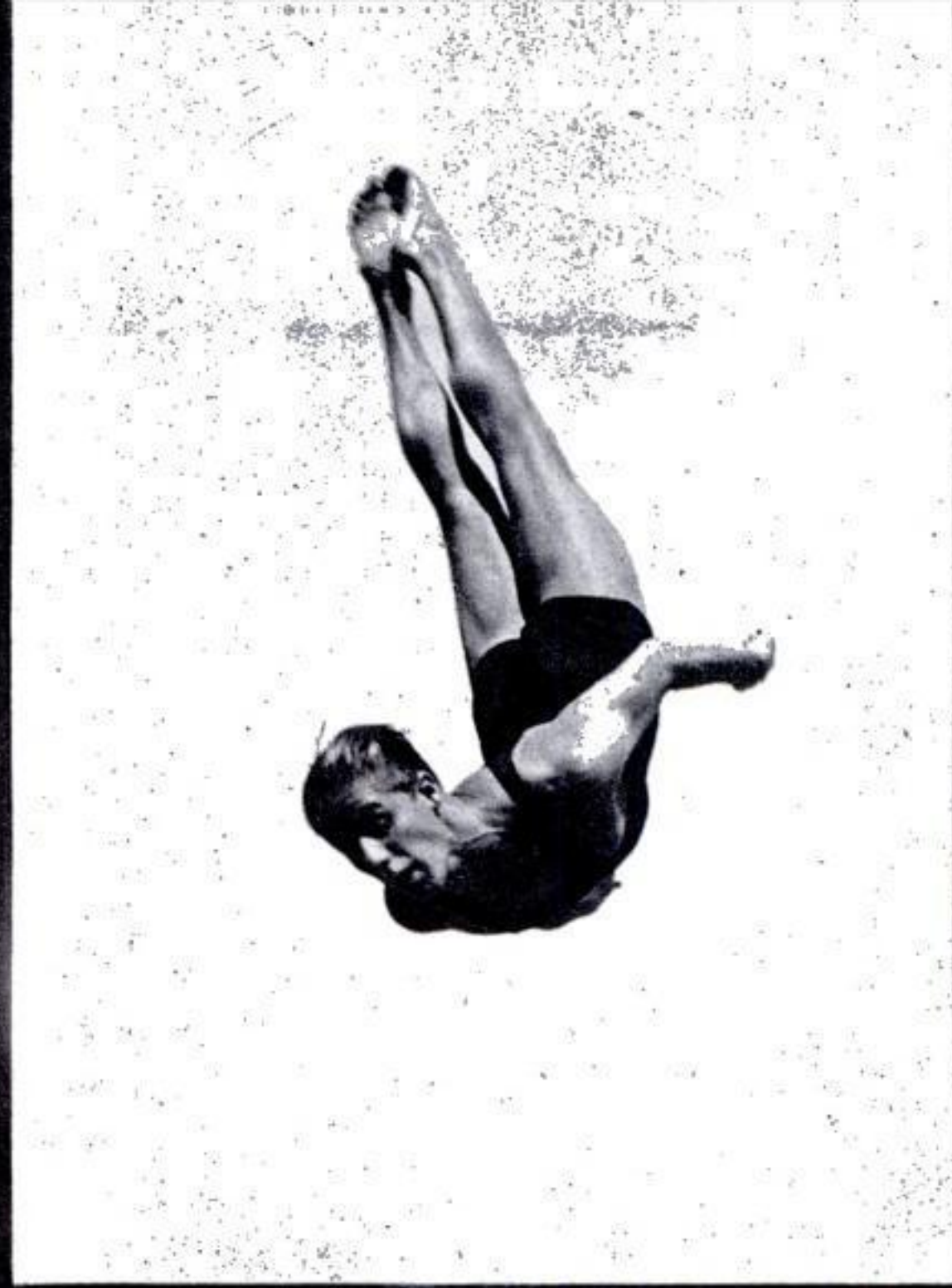
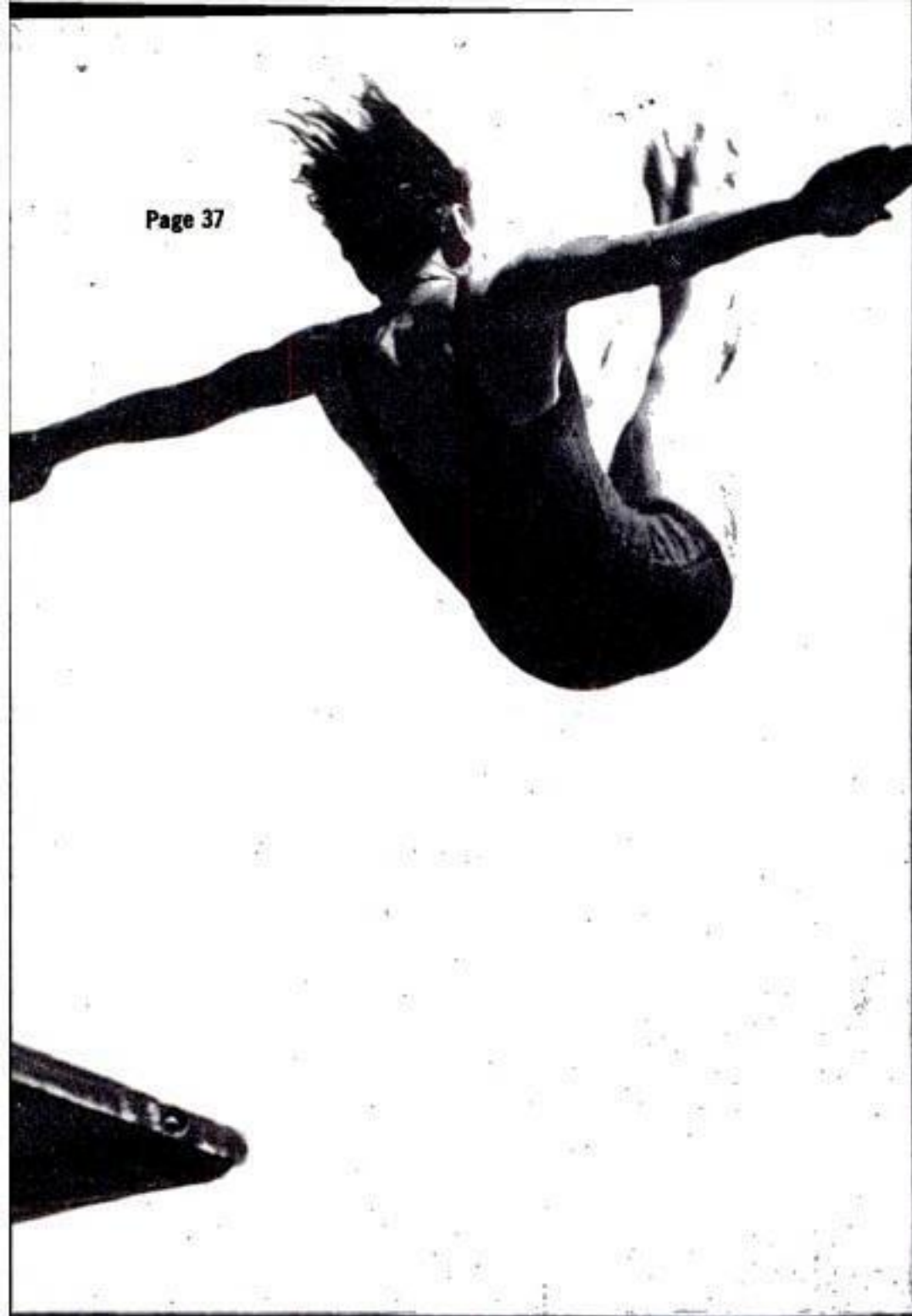




DIVING IS ALL GRACE

(continued)

Diving is the only sport in which the criterion of excellence is grace. It is, of all sports, the most beautiful to watch and the prettiest to picture. A hard sport, requiring intense muscular co-ordination and concentration, it is nevertheless the only one in which women appear to better advantage than men. The best divers in the world are American. The man above is doing a back dive into an open-air pool in Chicago. The divers across the page are all champions or near-champions.



(continued)

GIRL BATHERS DRESS WELL

They prefer the dressmaker suit

The American woman this year will spend about \$30,000,000 on new bathing suits and three out of every five girl bathers will buy the suit known as the "dressmaker," the one worn by the ladies below. The dressmaker suit is the popular sensation of the 1937 bathing-suit world. Made of printed fabric, it consists of tight bodice and short flared skirt over close-fitting tights. The wool-knit suit (*below left*) which replaced the voluminous skirts of the pre-War bathers, was fine for swimming but fitted so tightly that it showed up all the defects of the female figure. The dressmaker hangs loosely from the waist thus concealing the figure's faults. On the beach, its gay pattern makes a pretty patch of color. In the water, it is likely to be a soggy hindrance to earnest swimmers. But most women would much rather look well than swim well. Besides the wool-knit and dressmaker suit, there is the satin Lastex, which is expensive, and the rubber suit, which frequently tears, hence is not very practical. The male bather in America is of small use to suit makers. He wears one suit for four years. Perhaps \$5,000,000 worth of men's suits will be sold this year.



A rich girl with a good figure may buy the satin Lastex suit above which stretches taut over the body, costs \$11.

An average girl, with average purse and shape, will buy dressmaker suit (*right*), which conceals midriff defects.



The good swimmer regardless of her figure will take the wool-knit suit (*above*) which allows great freedom of movement.





The easiest way to swim is like this

JULES BACHE GIVES HIS \$20,000,000 ART COLLECTION TO NEW YORK



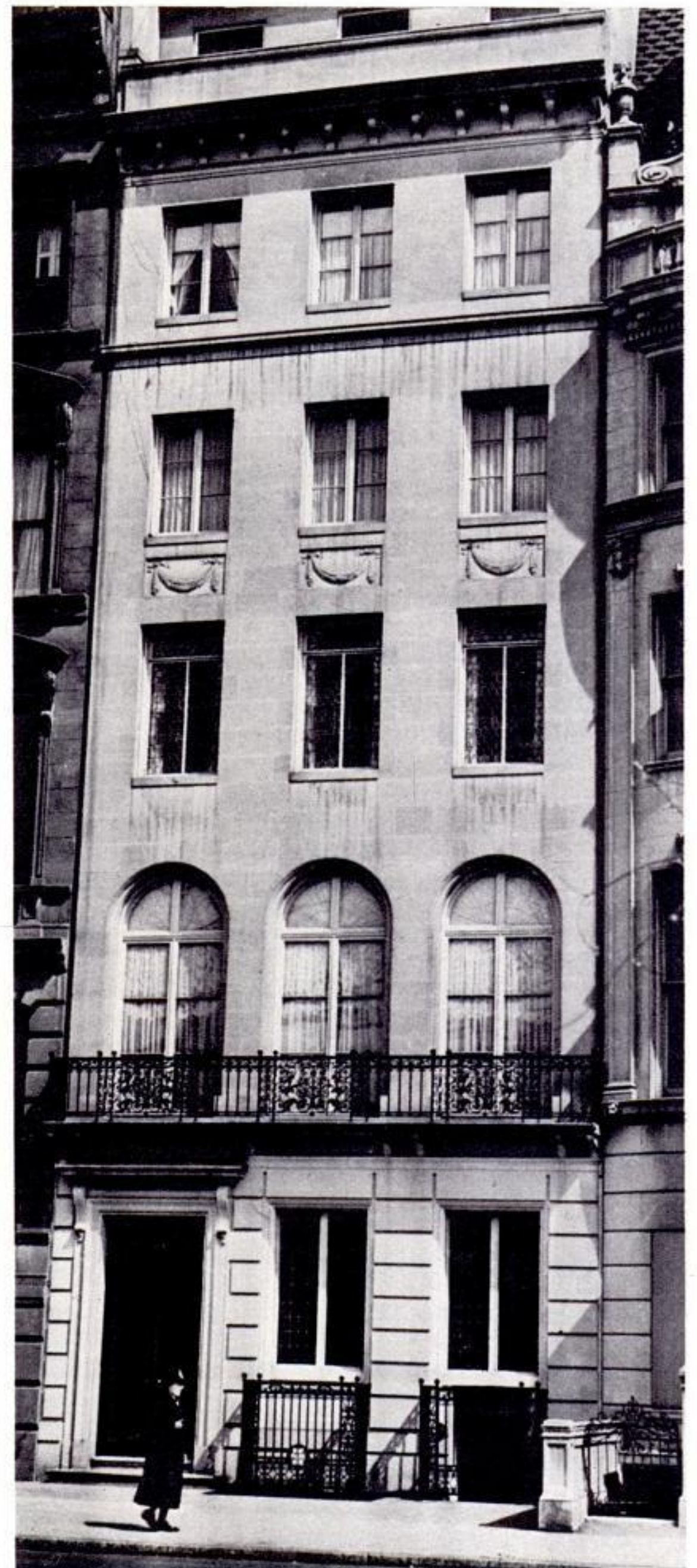
Jules Semon Bache (above) is one of the few Americans who can look at a stock ticker and a Raphael with equal appreciation and understanding. In Wall Street he is known for the well-run brokerage house that bears his name and for the fortune he made in Chrysler stock. Outside the Street, he is known as an en-

gaging, well-informed gentleman and *bon vivant*. He was born in New York City 75 years ago, became cashier for a banking house when he was 19. A dozen years later he took over the firm. About 15 years ago he began collecting art seriously. Ten years ago he had already begun to think of giving it away.



LORD DUVEEN

The greatest American art benefactor of 1936 was Andrew W. Mellon who gave his \$50,000,000 collection of old masters to the people of the U. S. The greatest American art benefactor of 1937 will probably prove to be Jules Bache, New York financier. Two months ago, Mr. Bache gave his \$20,000,000 collection of old masters to the people of New York. He also gave his Fifth Avenue residence (below) for a museum to house them. On the following three pages are \$2,000,000 worth of Mr. Bache's paintings. In neither Bache nor Mellon collections is there a single work executed later than the 18th Century. This insistence on the classic can be largely attributed to the Englishman who is art adviser to both Mr. Bache and Mr. Mellon: Lord Duveen of Millbank (above). Best-known art dealer alive, Lord Duveen counsels his wealthy clients to buy only recognized masterpieces. The greatest collection of masterpieces in the world was begun by one of Lord Duveen's ancestors, Eberhard Jabach, who bought for Louis XIV the 110 paintings which formed the nucleus of the Louvre.





\$300,000 Goya: The open market would probably offer at least that sum for this portrait of a young Spanish grandee and his pets by Francisco Goya y Lucientes. It is the most popular painting in the Bache collection. The great and many-sided Spaniard who painted

it also painted realistic portraits of fatuous grown-up grandees and voluptuous portraits of their wives. His etchings of the bull ring and the Napoleonic wars are among the world's greatest. Goya lived a long and dissipated life, died in 1828 at the age of 82.



\$600,000 Raphael: Best known picture in the Bache collection is the portrait of Giuliano de' Medici (*left*) by Raphael. Giuliano was an unassuming Medici, overshadowed by his father, Lorenzo the Magnificent, and his brother, Pope Leo X. Like father and brother, he was a devoted patron of the arts. His portraitist, Raphael Santi, was the most popular painter of his—or any other—time. Charming, likeable, extremely versatile, he was worth \$150,000 when he died, aged 37, in 1520.

\$400,000 Crivelli: Earliest of the painters whose work is reproduced here is Carlo Crivelli, who painted *Madonna and Child* (*above*). Crivelli lived from 1430 to 1493, which puts him before the other two Italians represented: Raphael (1483–1520) and Ghirlandajo (1449–1494). His painting is hard, brilliant, careful in detail (note the accurate house fly). Like many modern painters of still lifes, he loved to do fruit. The apples and cucumber hanging above the Virgin are painstakingly real.

\$500,000 Ghirlandajo: The portrait of Francesco Sassetti and his son (*below*) was painted by Domenico di Tommaso di Currado Bigordi, who was called Ghirlandajo, which means “garland-maker,” because that was his father’s trade. Sassetti was the wealthy partner of Lorenzo de’ Medici, father of Giuliano, whose portrait is shown opposite. Ghirlandajo was one of the busiest and hardest working painters of the Renaissance. His work, technically excellent but imaginatively commonplace, gives a minutely realistic picture of the appearance and surroundings of Renaissance figures.



\$400,000 Hals: Frans Hals much preferred to paint fishwives and tavern heroes but he made his living doing portraits of the rich bourgeoisie of Holland. Claes Duyt van Voorhout, whose Hals portrait is shown at right, was a brewer of Leyden. Such commissions as his filled the Hals purse but Hals emptied it fast. Between hard drinking, roistering and bringing up ten children, Hals was usually in debt. In 1652, his household went up for auction, like that of his great contemporary, Rembrandt (*LIFE*, Nov. 30). Like Goya, Hals lived hard but long. He was 86 when he died in 1666.



Even when
they dressed like
this for
motoring..



QUALITY TIRES *were marked like this* **Diamond**

For more than forty years, thoughtful drivers have depended on Diamond Tires to protect themselves, their cars and their pocketbooks.

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Diamond Tires have been *quality leaders* since 1894 — built year after year for *extra service* and always designed for *added safety* and long trouble-free mileage.

That's why Diamond users find they save

money with Diamonds — and get extra safety at high speeds from Diamond's four "Blow-out Protection" features.

And that's why Diamond distributors and dealers are so proud to sell these quality tires — because they know that a Diamond buyer is a satisfied customer.

Near you is a Diamond dealer ready to show you Diamond's extra safety features — to prove how these blow-out protected tires give you greater value for your money.

Factories: Akron, Ohio and Los Angeles, Calif.

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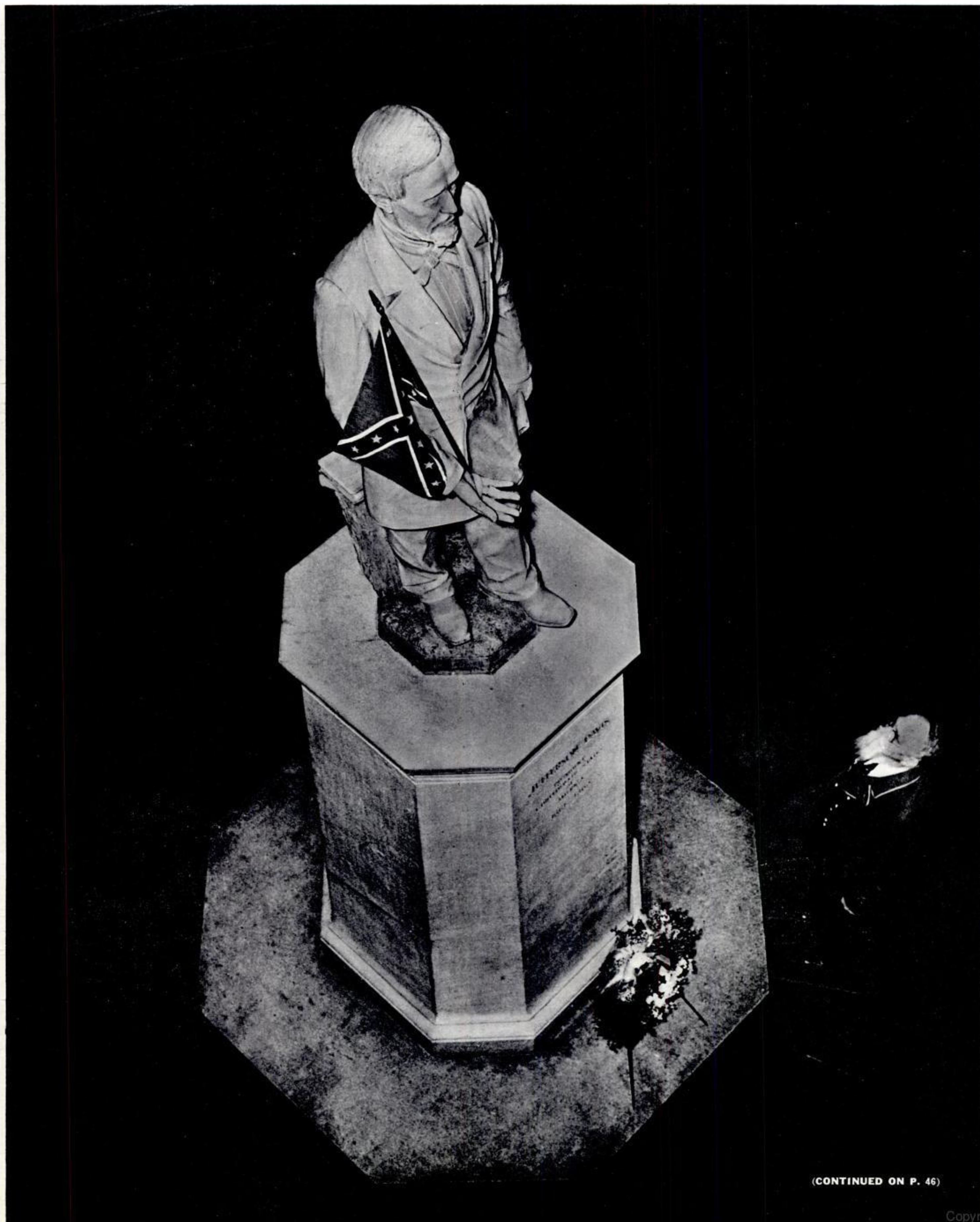


Q U A L I T Y L E A D E R S S I N C E 1 8 9 4

CONFEDERATE VETERANS IN 47TH REUNION

meeting at site of first reunion may be their last

On June 9-12 less than 200 of the less than 5,000 surviving Confederate veterans found strength to attend their annual reunion, held this year in Jackson, Miss. United Confederate Veterans, once 80,000 strong, chose Mississippi's capital for their first reunion 46 years ago to honor Mississippi's Jefferson Davis. Below, J. F. Dooley, 96, of Eupora, Miss., reverently looks up at the statue of the Confederate President, which stands in the rotunda of the Old Capitol at Jackson. Veteran Dooley and his comrades picked Jackson for what may well be their last reunion. They had virtually no choice in the matter, since most Southern cities have grown more and more reluctant of late to spend the few thousands of dollars required to entertain their oldtime heroes.



(CONTINUED ON P. 46)

(continued)

CONFEDERATE REUNION



This baby on the Stars & Bars was just about the youngest person at the United Confederate Veterans reunion at Jackson, Miss. Veterans whose average age was 91 were greatly outnumbered at Jackson by proud members of the Sons of Confederate Veterans, the United Daughters of the Confederacy and the Confederate Southern Memorial Association. They protested loudest when Mississippi's Governor Hugh White welcomed the veterans to their "final reunion."

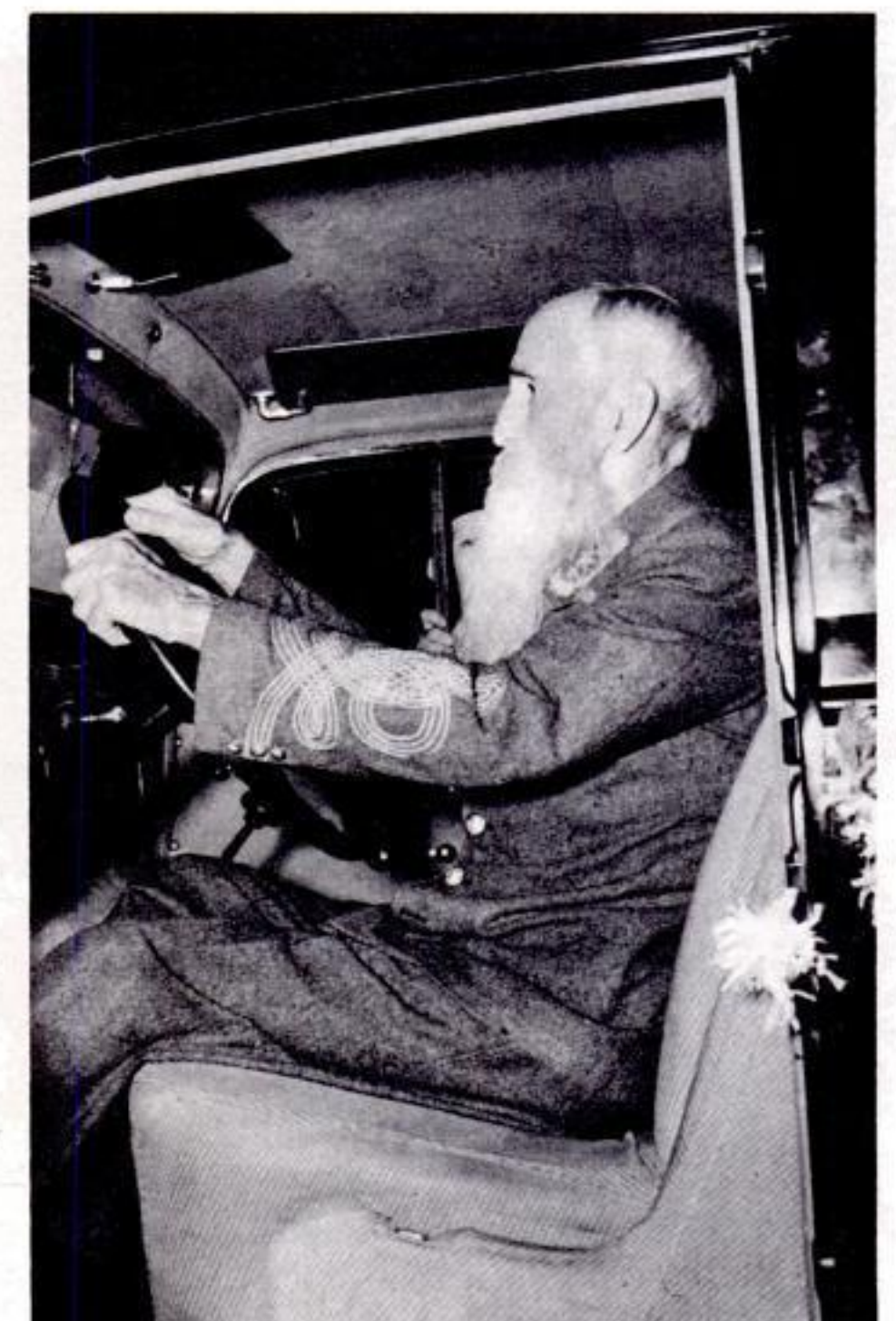


Wade Hampton's body servant, 104-year-old Negro Ransom Simmons of Columbia, S. C., was probably the oldest man at the reunion. When he grew tired of sleeping sitting



down, he stretched out on his back, snored loudly (above). Also exhausted by pampering, parties and parades were the snoozing veterans below, quartered in a parochial school.

A General Lee, no kin to "Marse Robert," has long figured prominently in Confederate reunions. He is General Harry René Lee (above, left), UCV's one-time Commander-in-Chief and long-time Adjutant General, here chatting with this year's retiring Commander, General Homer Atkinson of Petersburg, Va. General Lee, 91, who like other reunion "Generals" acquired his title by election to UCV office, once served eight years in the British Navy. When a joint reunion of the UCV and the North's Grand Army of the Republic at Gettysburg in 1938 was proposed two years ago, General Lee cracked: "No flag will ever lead ours. The American flag can be on the right where it belongs, but it must be even and even." At Jackson, over feeble yells of protest by "unreconstructed" oldsters, the Confederates passed a resolution to attend the reunion. Elected Commander-in-Chief was General J. M. Claypool of St. Louis.



A nonagenarian motorist, spry General J. A. Glenn of Starkville, Miss. was out driving once when, according to local legend, his bushy beard blew up over his eyes. "Jump!" he cried to his wife, "I'm running into a haystack."



Responsibility

WHAT a challenge it is! To guide him toward a richer, fuller life — to be sure that he has the benefit of all the knowledge made available by research and discovery—that he may be protected against the hazards that stand in his way.

One of the worst of those hazards is tooth decay. It begins in early childhood. It should be recognized and treated as a serious menace to health.

A Government report on the examination of more than a million school children indicates an average of two infected teeth per child.

As age advances, conditions grow worse. Impairment of appearance — even actual loss of teeth — is only a minor result of dental infection. Unchecked, it can retard physical and

mental development — contribute to serious illness of vital organs — even shorten life.

Most Tooth Decay Can be PREVENTED

Because of these facts the House of Squibb recommends a simple plan by which most tooth decay can be prevented. Part of this plan is the use of a scientific dentifrice. Squibb Dental Cream and Squibb Tooth Powder are scientific dentifrices providing effective home aid in the care of the teeth and gums.

Both these products contain an antacid that neutralizes the bacterial acids that cause decay, wherever it comes in contact with them. And you will like the refreshing cleanness of the mouth and brilliant luster of the teeth that result from their use.

Follow THE SQUIBB PLAN

1. Brush your teeth thoroughly at least twice a day, using a dentifrice that is efficient and safe: one prepared by a reliable maker.
2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service.

For more than three-quarters of a century, millions of careful families have depended on the name of Squibb. Specify—

SQUIBB TOOTH POWDER—it has all the scientific advantages of Squibb Dental Cream . . . for those who prefer powder.

SQUIBB MINERAL OIL—a safe, tasteless internal regulator.

SQUIBB ASPIRIN—pure and promptly effective.

SQUIBB COD LIVER OIL—exceptionally rich in Vitamins A and D . . . a true economy.

SQUIBB MILK OF MAGNESIA—free from any suggestion of earthy taste . . . another sign of purity.

SQUIBB SODIUM BICARBONATE—refined to an unusual degree of purity.

SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

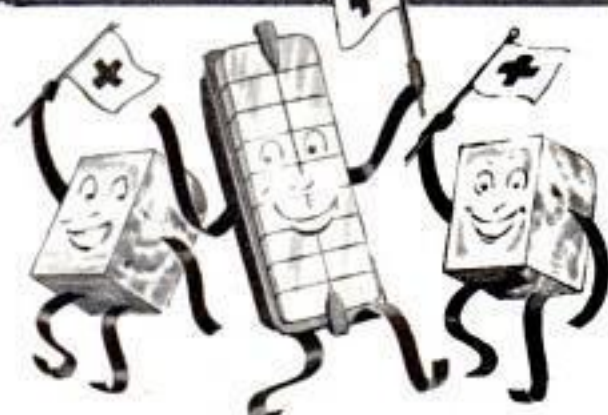


Presto Tray

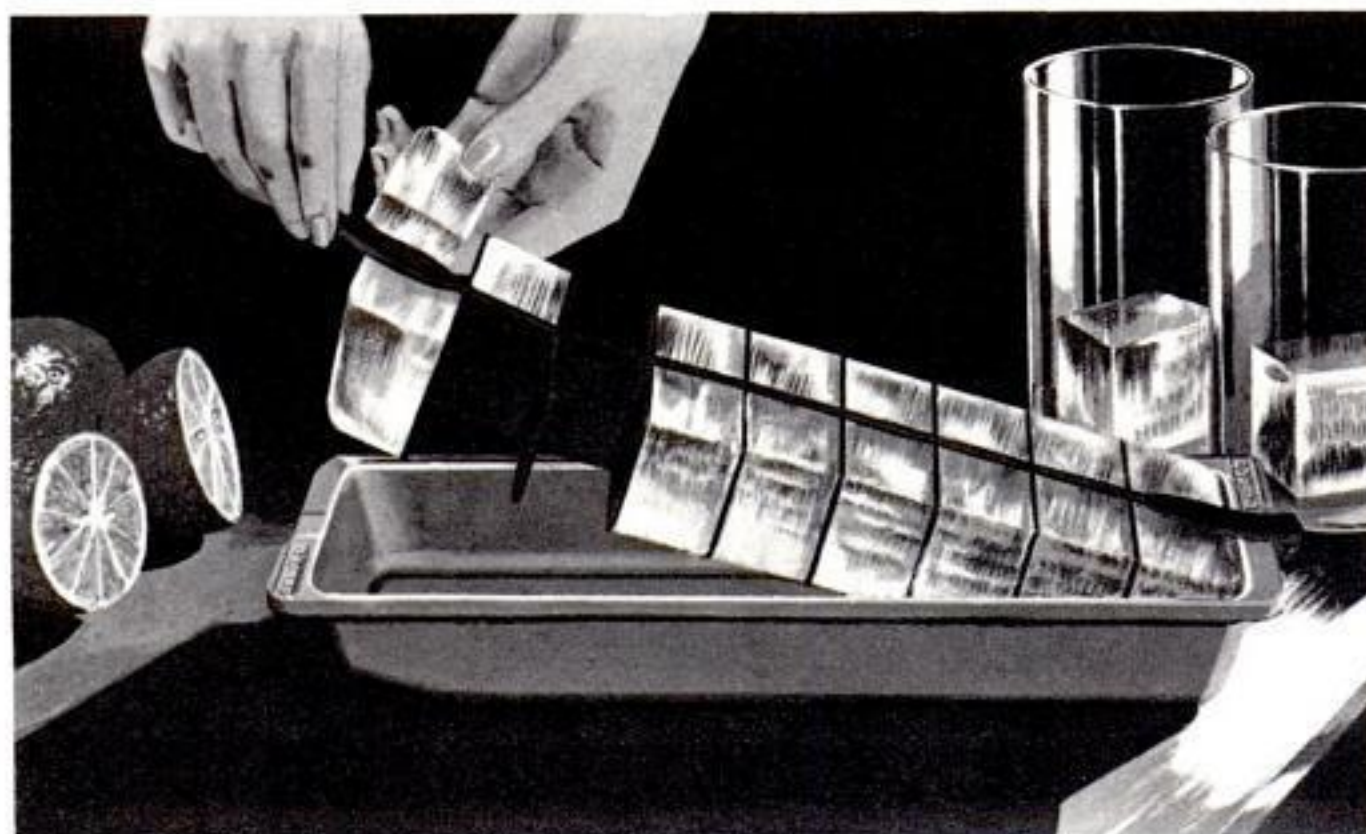
TO THE RESCUE!



When throats are as hot as firecrackers call on the Magic Finish Patented* Contour Presto Tray to rescue the party with cold drinks in a hurry. Presto Tray slips out of the freezing compartment in a flash... its Magic Finish does not "freeze in." Then, a slight pressure on its patented contour and out pops a rubber gridful of ice



cubes, instantly, ready for use... one or a dozen, as you need them.



Fast Freezing...Fast Releasing

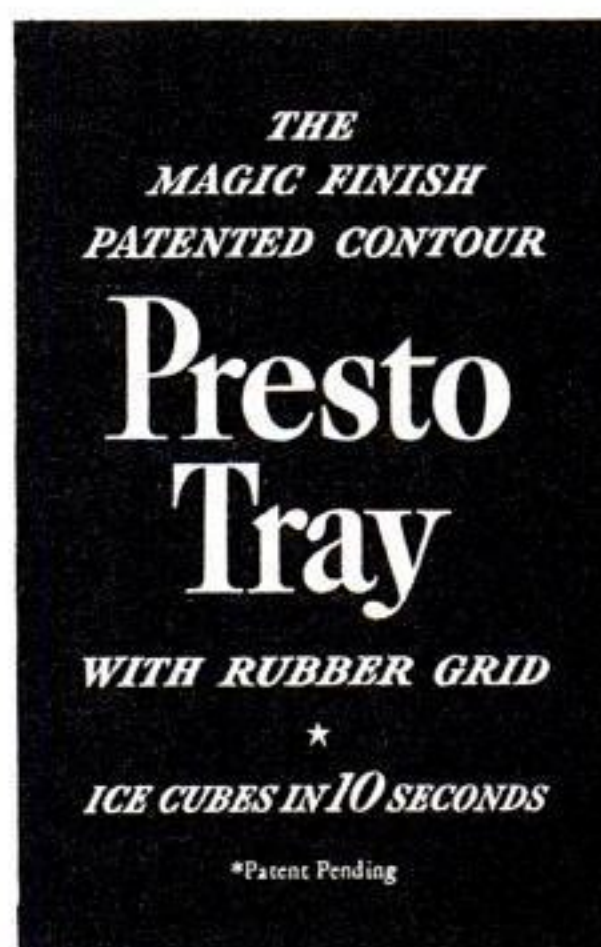
To keep your good disposition, discover the utter simplicity with which the Magic Finish Presto Tray, of Patented Contour, gives you ice cubes instantly... full-sized, cold, and dry. There's no delay... no fuss or bother. There are no melted or wasted cubes. You get all the benefits of all the ice you freeze.

Presto Tray is ideal for frozen salads and desserts. It gives you all the advantages of a fast-freezing metal tray plus all the conveniences of a rubber grid. Insist that the refrigerator you buy comes fully equipped with Magic Finish Presto Trays.

★

INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio

★



BRITISH LIKE TO PHOTOGRAPH ANIMALS

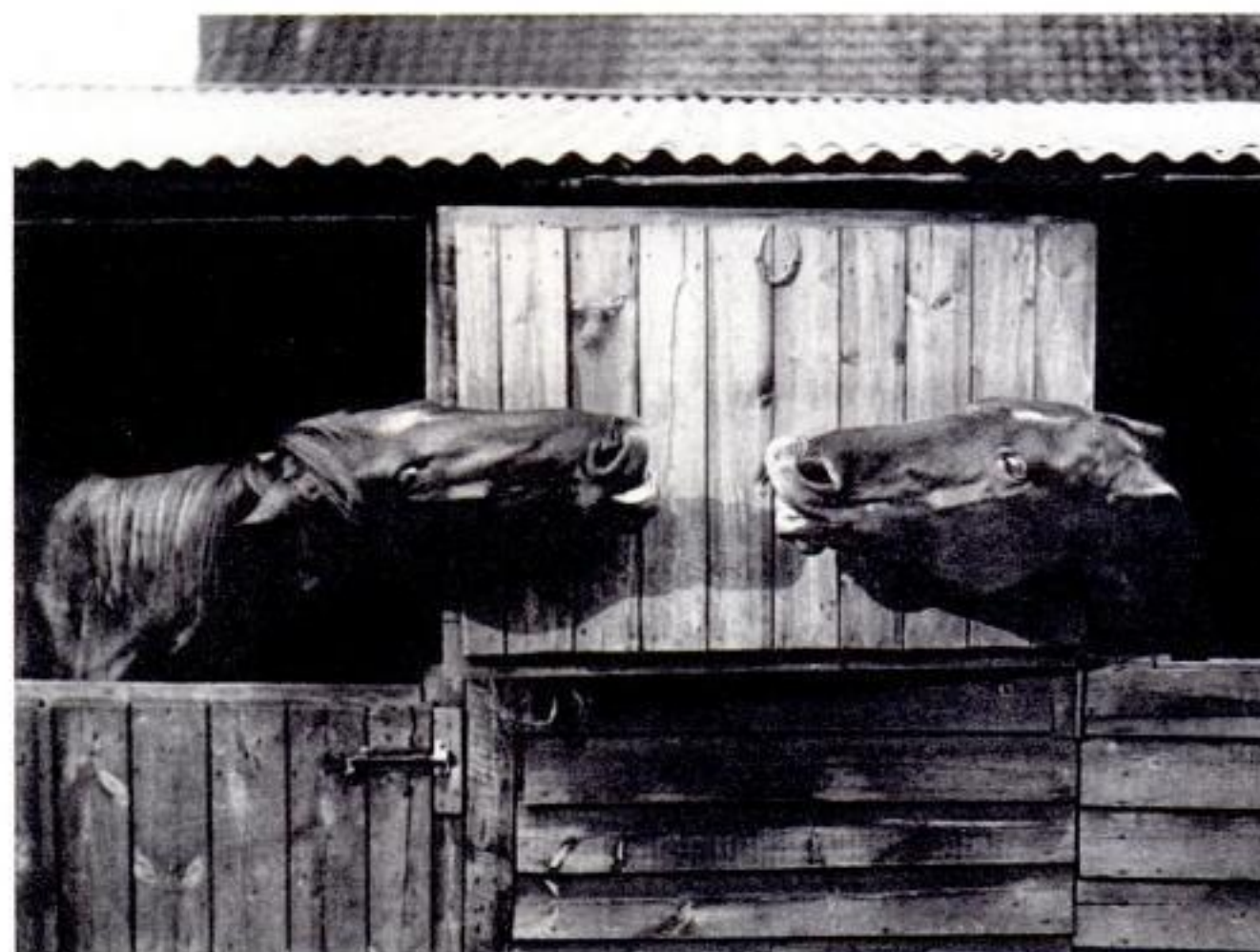
and here are two good samples of their good work

Among many oddities that go into the making of an Englishman is a penchant for photographing animals. No boatload of pictures from Southampton is complete without assorted portraits of dogs, horses, cats or the Loch Ness monster. In their animal pictures the English reveal themselves as sentimental rather than scientific.

Especially rare is this picture of a leaping kangaroo. By tucking in its front legs, springing with its powerful hind ones, and balancing with its still more powerful tail, the kangaroo can cover 26 ft. in one hop, hurdle a 9-ft. fence, easily outdistance a galloping horse.



A young kangaroo in the London zoo clears a hurdle with the grace of a bird. The long, powerful tail is both rudder and springboard, and in the Australian bush its measured thump can be heard on the ground long before the kangaroo appears.



"Horse talk" is the title given this picture by a British photographer at Smallborough, Norfolk. He released it for the Epsom Derby (June 2) and gave it this caption: "It comes as no surprise to find two horses arguing about who will win the race."



Tap, tap, tappity tap! Some of our leading *artistes* had better look to their laurels when these "ladies of the ensemble" finish their tapping course in Pepperell's dancing school.



In the swim. Pepperell folk cooling off in their large tiled pool. Several swimming champions have begun their "crawl" to fame here.



Ahoy! . . . This troop of Pepperell Sea Scouts won the seamanship championship of the Southeast, although their "ship" is almost two hundred miles from salt water.

Here are a few of the 9000 REASONS FOR PEPPERELL QUALITY

TWO men and a camera took a trip. They visited one of the mills of the Pepperell Manufacturing Company. Their object was to take pictures that would show you how Pepperell Fabrics are made and why they are good fabrics for you to buy.

The pictures on this page are selected from more than 200 taken. Better than "shots" of looms or laboratories, these photographs of comfortable homes, good schools, and extensive recreational facilities tell the real secret of the quality and value that is Pepperell.

For a product, whether it be a piece of cotton cloth or a Cremona violin or a railroad, is a *part of a man*. Science and machinery do their share—but it is the *man* behind the machine or the test tube who determines whether that product is to be the best that can be made or not.

The happy cobbler whistling at his bench turns out a better pair of shoes than his sour-

visaged competitor. The will to excel, to do the best job possible, springs from contented spirit and sound body.

The people shown on this page, or their fathers or mothers or sisters or brothers, make the Pepperell Fabrics you buy. The machines only help them to make them faster and more economically. There are some 9,000 such people in Pepperell. Do you wonder that that priceless intangible, "Quality", is inherent in every piece of Pepperell goods? Pepperell Manufacturing Co., 160 State Street, Boston, Massachusetts.

LOOK FOR THE PEPPERELL LABEL on Prints, Wash Dresses, Sheets, Pillow Cases, Wash Fabrics, Blankets, Men's and Boys' Shirts, Shorts and Pajamas, Children's Night Wear, Rayons, Women's Slips, Aprons and many other garments and articles made by skilled manufacturers from Pepperell Fabrics.

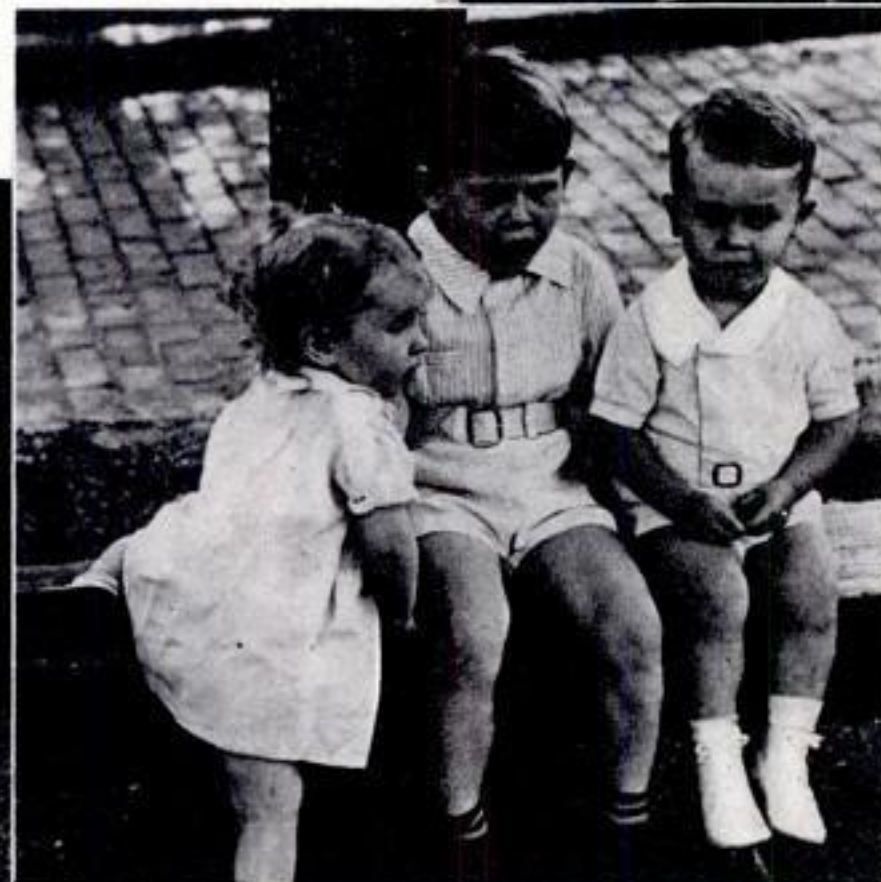


The photographs shown here were taken at the Lindale, Ga., mill of the Pepperell Manufacturing Company.



Splash! Mr. and Mrs. Harry Lloyd and their daughter Linda inspect the new fountain on the lawn of their home. In business hours Mr. Lloyd is in charge of one of the Sanforizing Departments.

Strike Thr-e-e! . . . A hard-hitting Pepperell girl's soft-ball team ended in second place in their league last year.



Day's work done! These youngsters are relaxing after an arduous morning of drop-the-handkerchief, clay modelling and recreation in Pepperell's cheerful modern kindergarten.



Molar watchdog. . . . Dr. J. H. Stegall guards the dental health of some 5,000 Pepperell people in his beautifully equipped glass brick office at Pepperell's Lindale, Ga., mill.



Warming up. . . . Several famous major league stars have started their careers on Pepperell's beautifully groomed ball parks.



At home. Mr. and Mrs. Homer C. Mathis and family—Guy Eugene, Jack and Charles. The dog's name is Trouble—nobody seems to know just why.



Sixth grade English in a Pepperell school—and the subject of the theme was "Our Auditorium," the place where Pepperell folk, young and old, see movies, play games and generally amuse themselves.



Every morning the overseers of every department in the Pepperell mill hold a meeting to discuss personnel and production problems—if any.

FREE! "Views of the Mills" "Our Greatest Industry"

Two intensely interesting and highly instructive illustrated booklets which together will give you an intimate behind-the-scenes picture of how Pepperell Fabrics are manufactured. Both will be sent you without charge if you will fill out, clip and mail the coupon below.

PEPPERELL MANUFACTURING COMPANY
160 State Street, Boston, Mass.

Please send me these two booklets postage-paid.

Name _____

Address _____

City _____

State _____

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**YOUR CAR'S
NO NUDIST**

The sooner you dress your car with Simoniz, the better! Simoniz is indispensable for preserving the life and beauty of all automobile finishes.

Only Simoniz contains the certain secret ingredient, which keeps lacquers and enamels from getting dull, bleached, and eventually ruined by the weather, dirt, and ultra-violet rays. So, it's no wonder millions of motorists insist on Simoniz, and on the wonderful, easy-to-use Simoniz Kleener. Be wise! Get these world-famous products, and Simoniz your car now!

MOTORISTS WISE

SIMONIZ



WHAT'S UNDER THE OPEN-CROWN HATS



When Princesses Elizabeth and Margaret Rose appeared like this in London, English hat manufacturers wailed.



To prevent a slump in children's straw-hat sales among their loyal public, the princesses now dutifully wear hats.



Only four hats to 24 male U. S. heads (in foreground) is a fair average. In 1933, the hatless vogue for men cut sales to 50% of 1929 peaks.



When the Duchess of Windsor went bareheaded at winter resorts, millinery circles were alarmed.



To forestall any such hatless vogue among U. S. women this summer, resourceful designers invented the open-crown hat and turban, now the hat sensations of 1937.



WHOLESONE margarine, a fine and needed food product, is again in danger of being taxed out of existence.

In Washington and various state capitals, there are now pending bills which, if passed, would put an additional tax of from 5¢ to 20¢ on every pound of margarine.

These bills are not for revenue purposes. Rather, they are backed by selfish interests who would have margarine taxed out of existence, thereby hoping to increase the sale and price of butter.

The truth of the matter is, wholesome margarine and butter are equally delicious as a spread for bread and as a fat for cooking. Both have the same food-energy content: 3400 calories to the pound. Yet margarine sells for substantially less than butter.

And that is margarine's only crime: its very great economy!

Margarine's only crime is its great economy

This advertisement paid for by The Best Foods, Inc., 88 Lexington Ave., New York City, makers of Nucoa, and Hellmann's and Best Foods Real Mayonnaise, and other quality foods

Hence, such taxes would punish millions of low-income families who use wholesome margarine through necessity, and thrifty housewives who use it through preference.

An American Farm Product

Speaking for margarine that is made from nutritious fats produced from the crops of southern plantations, for margarine that is churned in fresh, pasteurized skim milk from northern pasture lands—it is as much a product of American farms as butter.

We applaud butter as a wonderful food, but, by the same token, we believe that margarine has a free and equal right to its existence.

Tell your congressmen and state legislators to vote against margarine taxes. Let them know that you are against such unfair and discriminatory legislation.



MARGARINE'S STAR WITNESS

NUCOA, THE WHOLESOME "THRIFT-SPREAD" FOR BREAD! Nucoa is a wholesome margarine, one hundred per cent the product of American farms. It contains nutritious domestic vegetable fats, extracted from southern farm crops, churned in fresh, pasteurized skim milk produced on the rolling pastures of the north. It is accepted by the American Medical Association Council on Foods and has the endorsement of Good Housekeeping Bureau.



"I drive all day
5 days a week -
witho

"As a traveling salesman covering a wide territory, I've found that restful riding keeps me fit . . . pays me a dollars and cents return in the business I book."

AND HERE'S THE BIG KNEE-ACTION CAR THAT GIVES YOU MODERN STYLE AND FLASHING PERFORMANCE AT LOWEST ALL-ROUND COST OLDSMOBILE!

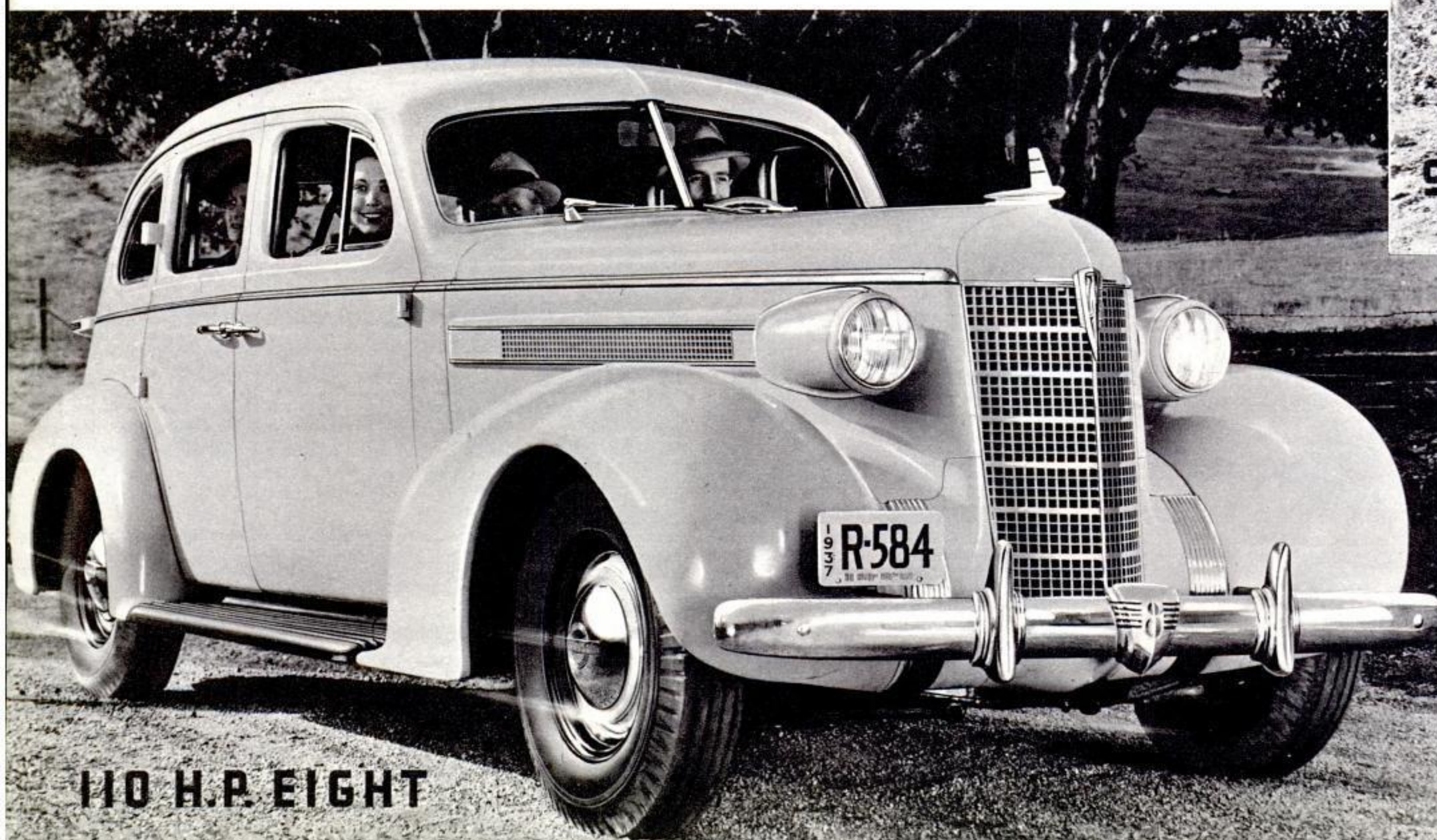
IT TAKES a big, balanced, easy-handling Knee-Action car to deliver you refreshed and relaxed at the end of a long day's driving. That's why Oldsmobile is so tremendously popular with people on-the-go. Oldsmobile travels city parkways, country lanes or rough, uneven detours in restful, gliding stride. Oldsmobile's Knee-Action Wheels absorb the shocks that prove so tiring in cars of conventional springing. Oldsmobile's Center-Control Steering—made possible by Knee-Action design—permits easy, effortless car control with never a road shock transmitted to the driver. Oldsmobile's Dual Ride Stabilizers keep the car on a level keel on curves and turns . . .

eliminate side-sway and body-roll just as Knee-Action itself does away with forward pitching and bouncing. Add to Oldsmobile's smooth, gliding ride the kind of performance that lets you step out ahead and stay there . . . add to the thrill of pace-setting action the fun of driving a car that's dashing and different from all the rest . . . and you have a car that nothing can beat for comfort, performance and styling. Take a trial drive in a fast-stepping, style-leading, Knee-Action Oldsmobile and judge for yourself!

Compare Oldsmobile's low delivered prices with those of other cars. You will find that Oldsmobile is priced but a little above the lowest. Monthly payments can be arranged to suit your purse under the convenient General Motors Instalment Plan.



95 H.P. SIX



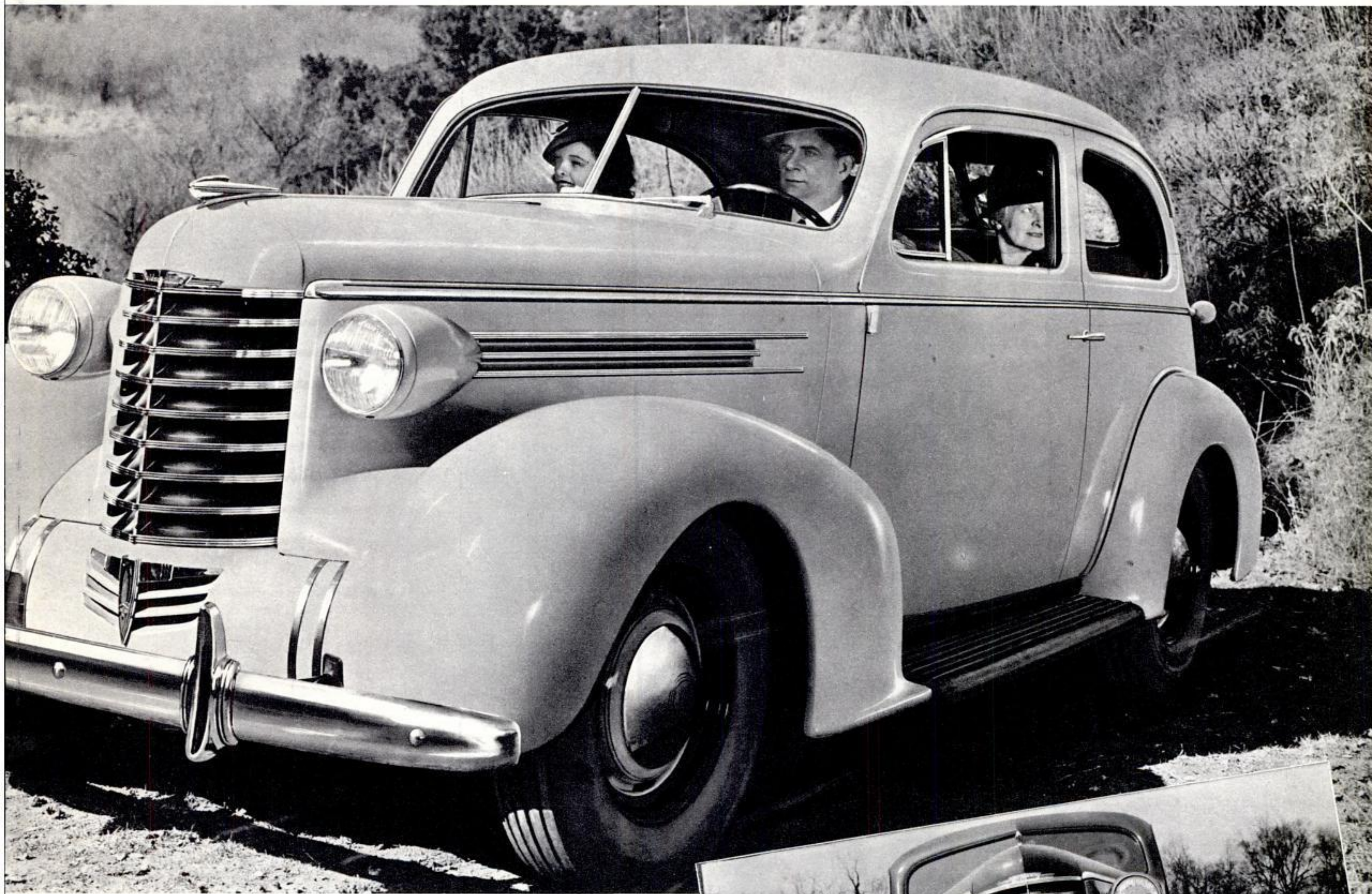
110 H.P. EIGHT

The Cars
that have
Everything



Copyrighted material

I wouldn't do it Knee-Action!"



95-horsepower SIX with 117-inch wheelbase . . . 110-horsepower EIGHT with 124-inch wheelbase...Unisteel Turret Top Bodies by Fisher Knee-Action Wheels . . . Triple Sealed Super-Hydraulic Brakes Center-Control Steering . . . Dual Ride Stabilizers . . . Unobstructed Floors . . . Safety Glass Standard Throughout . . . Stabilized Front End Scientific Sound Proofing . . . And Many Other Fine-Car Features

Oldsmobile

"IT'S BETTER ECONOMY TO BUY QUALITY"



Knee-Action permits Oldsmobile's front wheels to move up and down independently of each other—to "step over" bumps and holes without transmitting road shocks to driver or passengers. Knee-Action means comfort!

EVERY NEW YORK VISITOR WANTS TO SEE THIS PLAY

"You Can't Take It With You," Pulitzer Prize winner, is the summer's sellout



"I think I'll go out to Westchester tomorrow and do a little snakehunting," remarks Grandpa Vanderhof (Henry Travers) after a hard day's commencement attending.

During the next two months several hundred thousand people from all over the country will visit New York. One of the things they will most want to do is go to the theatre and the show they will most want to see is *You Can't Take It With You* by Moss Hart and George S. Kaufman. Since many of them are not sufficiently foresighted to reserve seats now selling at the box office 16 weeks in advance nor sufficiently flush to pay the speculators' prices, LIFE herewith presents a few scenes from the latest Pulitzer Prize play. These pictures will prove less baffling if you will bear in mind that they deal with a family of genial madcaps headed by Grandpa Martin Vanderhof (left). For 35 years this rugged individualist has confined his activities to hunting

snakes, practicing dart throwing, attending commencement exercises, and avoiding income tax payments. His daughter Penelope Sycamore is a playwright because years ago a typewriter was delivered to her by mistake. His son-in-law Paul Sycamore passes his time manufacturing fireworks in the cellar with Mr. De Pinna, a congenial iceman who has been a house guest for eight years (*opposite page, with discuss*). His granddaughter Essie wants to be a ballet dancer and in case of fire would undoubtedly dance to the nearest exit. There are other equally uninhibited characters but this gives you the idea. The play has grossed \$400,000 and Hollywood's Columbia Pictures bought it for \$200,000. For a Broadway show which cost Hollywood \$255,000, turn the page.



"With forty monks and one girl, you know, something ought to happen," reflects Penelope Sycamore (Josephine Hull) as she labors over a play having to do with a monastery. But Mrs. Sycamore's favorite creation has for years been her war play, called "Poison Gas."



"It seems, Mr. Vanderhof, that you owe the Government 22 years' back income tax," says Revenue Collector Henderson (Hugh Rennie) as Grandpa Vanderhof and his daughter Penny listen thoughtfully. Grandpa finally offers to settle the whole thing by paying \$75.



A spirited ballet lesson is given Essie Sycamore (Paula Trueman) by Mr. Kolenkhov (George Tobias) while Essie's husband Ed renders the first movement of *Scheherazade* on the xylophone. A Russian, Mr. Kolenkhov feels life chasing around inside him "like a squirrel."



"Hello, cutie," says Gay Wellington (Mitzi Hajos) to dignified Mr. Kirby (William J. Kelly) who is visiting the Sycamores because his son is engaged to their daughter Alice. Miss Wellington is a drunken actress Mrs. Sycamore has brought in to read her play.



The crucial moment when the staid Kirbys come for dinner the wrong night and find the Sycamore household in a typical evening's activity is depicted above. Essie is having her ballet lesson and Mr. De Pinna is posing as *The Discus Thrower* for Mrs. Sycamore.



"Ever notice how white folks always getting themselves in trouble?" Donald asks his girl friend Rheba, who is the Sycamore maid, as he reads the newspaper account of how everyone in the picture at top of page was arrested for a plot to dynamite the White House.



"If a girl you loved entered a monastery, what would you do?" Mrs. Sycamore, who is writing a play about monks, asks Mr. De Pinna (Frank Conlan) as he and her husband Paul (Frank Wilcox) show off two skyrockets which they have manufactured for only 18¢ apiece.

RKO BUYS BROADWAY'S "ROOM SERVICE" FOR \$255,000 FOR HOLLYWOOD SCREEN

In terms of Hollywood cash, *Room Service*, which opened May 19 and became a hit overnight, is \$55,000 funnier than *You Can't Take It With You* (see previous pages). Judging by the laughter which sweeps its audiences night after night, the \$255,000 which RKO paid for this stage comedy may well be a shrewd investment. In it a shoestring producer named Miller, who has an unpaid \$1,200 hotel bill, a hungry cast of 22, and no backer for his play, resorts to a series of masterful devices to keep going. On the theory that no hotel may eject an invalid, he arranges the bogus illness, and ultimately the bogus death, complete with obsequies, of his playwright, Leo Davis, a fresh-faced boy from Oswego. But Producer Miller has some hard going before final success. When hotel room service is cut off by an enraged management he insists that a tray be brought to Davis because a tapeworm is killing him. "The tapeworm will have to register," the hotel replies.

Room Service itself is put on by no shoestring producer but by George Abbott whose recent successes have included *Boy Meets Girl* and *Three Men on a Horse*. Its authors, hitherto unknown, are Allen Boretz and John Murray, two young New Yorkers who met through their common doctor when both were suffering from nervous breakdowns. Their play is only a step, if a profitable one, from the sanitarium.



This bunch of bananas, brought by a friend to the hotel room of hungry Producer Miller and his associates, is no longer necessary because the latter have wangled food from

a waiter by offering him a part in their play. Producer Miller wears the open vest. Author Leo Davis with ice bag on head, feigns illness to avoid being dispossessed.



The director's moosehead is the one possession which no amount of misfortune or friends' pleading can induce him to pawn. "I shot him with my own hands. I ate him up to the neck, but I refuse to part with the rest of him," he maintains.

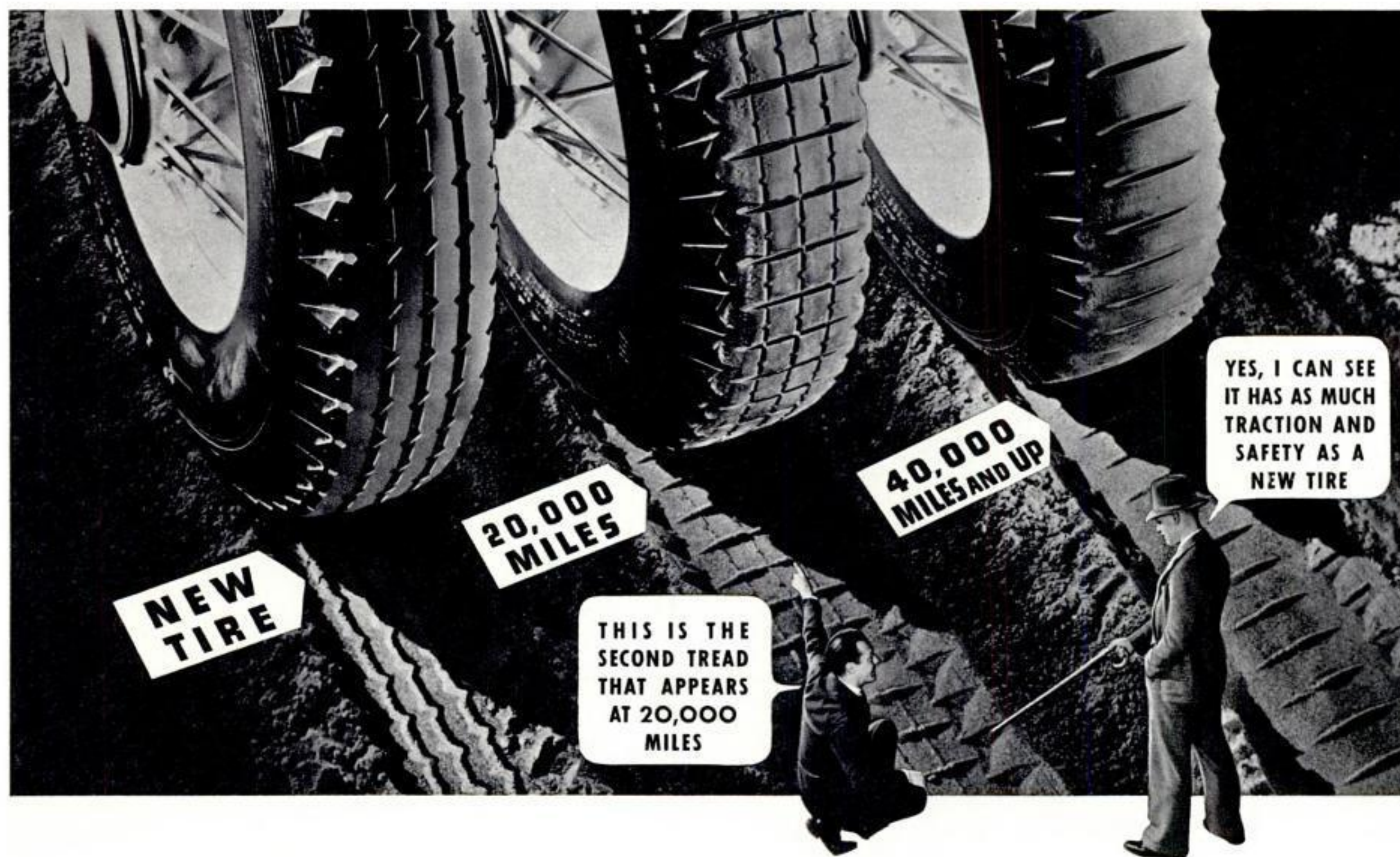
Stripped and bedded, the playwright (under ice bag) in *Room Service* is turned into a helpless invalid by friends who adopt this ruse to avoid getting kicked out of their hotel. The hotel manager's secretary comes in to see what's wrong.

SEIBERLING

TWO TREAD



AIR COOLED TIRES



Thousands of miles for every dollar
BECAUSE THIS TIRE HAS 2 TREADS

THE TIRE on the left shows you the kind of road-gripping traction this amazing tire gives you during the first 15-20,000 miles. Then as the first tread wears off, the second wears on... a deep, sharp-cut tread (center tire) that assures you anti-skid traction for 20,000 *extra* miles. Even after 40,000 miles (right hand tire) this Seiberling is safe and tractive.

Only Seiberling's Two-Tread Air-Cooled construction makes such service possible. The patented* air channels (which also form the second tread) permit the tire to inhale

fresh air as the wheel revolves, and exhale the destructive heat that causes most blowouts.

Because this air-cooling permits Seiberling to use far more than the ordinary amount of tread rubber on this tire, it **DOUBLES** the safe mileage of ordinary tires.

Users say these Seiberling Two-Tread, Air-Cooled Tires not only are *safer*, but last nearly twice as long as ordinary tires. Yet you pay practically nothing for these many thousands of extra miles because the initial price of these Air-Cooled Tires is only slightly above that of ordinary tires.

* The Air-Cooled Tire is covered by 8 U. S. patents.

SEIBERLING ALSO MAKES a complete line of single tread tires. While they do not have air cooling, they do have other exclusive features. Their average mileage is above that of ordinary tires, yet they cost no more.

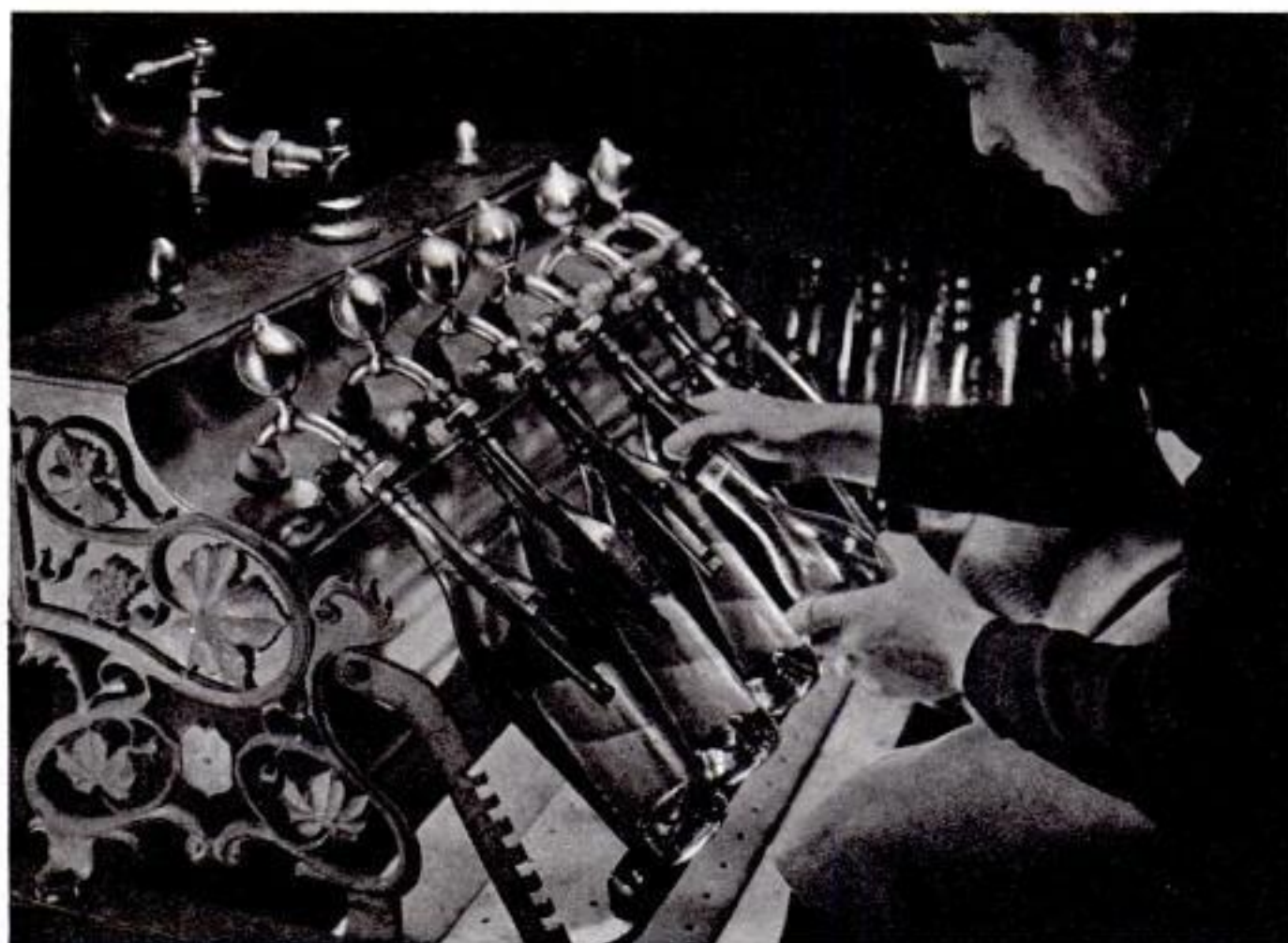
THE SEIBERLING RUBBER COMPANY • AKRON, OHIO, U. S. A.

Seiberling Rubber Company of Canada, Ltd, Toronto, Canada

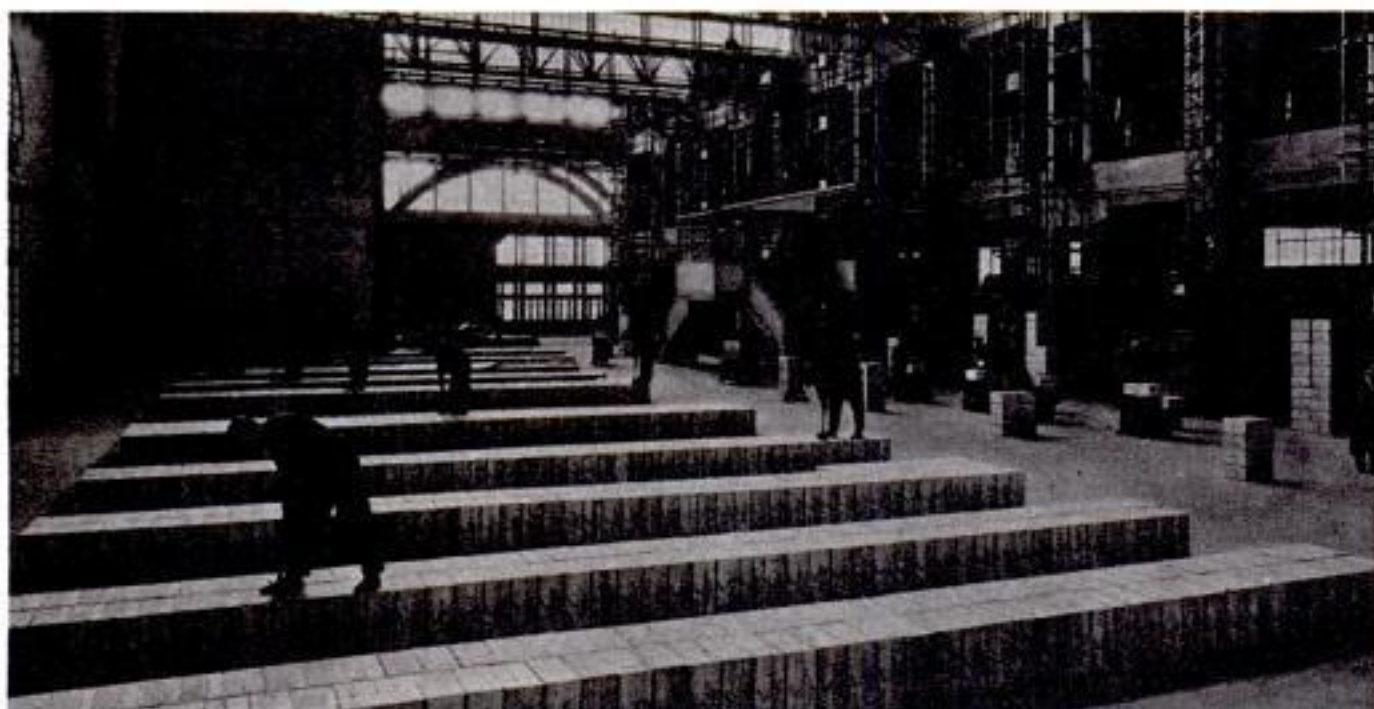


Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.

BACK OF THE STARS



A corner of the bottling department of JAS HENNESSY & CO., at Cognac, France, home of the world-famous Three-Star Hennessy Cognac Brandy. From here the bottles go to the shipping department to fill orders that come from the four corners of the earth.



French workers are industriously stenciling destinations on the wooden cases of Three-Star Hennessy. Here you will find cases marked for Alaska, Hong Kong, Zanzibar, Japan, Algiers...even the innermost fastnesses of the Himalayas in India.



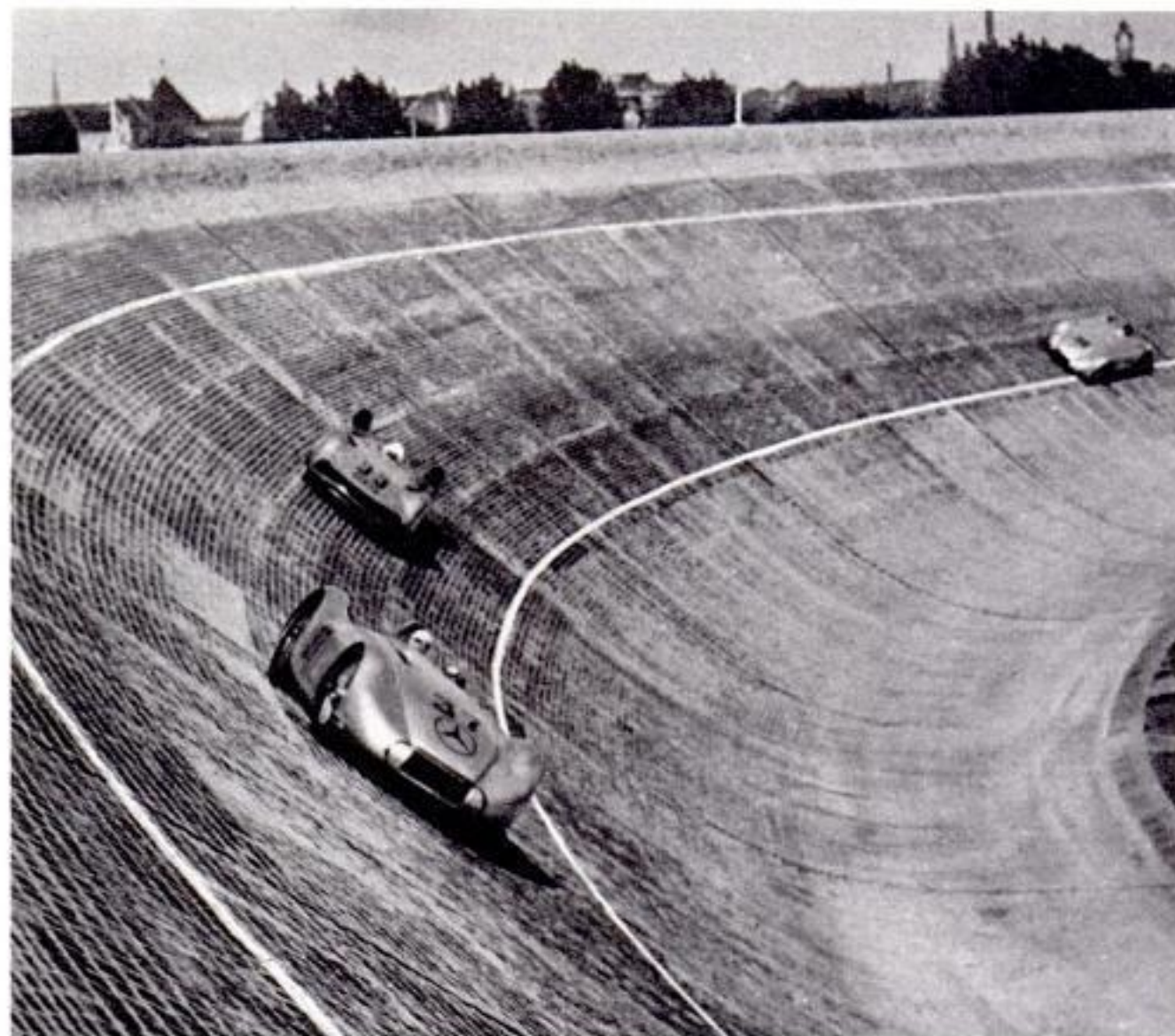
The quality, bouquet and "clean" taste of Three-Star Hennessy have made it the liqueur of connoisseurs. These same characteristics make it popular for mixed drinks. Hennessy-and-soda, long a favorite in England and elsewhere, is meeting with ever-increasing favour in America.

Distilled and bottled at Cognac, France. JAS HENNESSY & CO., Established 1765
SOLE AGENTS FOR THE UNITED STATES
Schieffelin & Co., NEW YORK CITY · IMPORTERS SINCE 1794

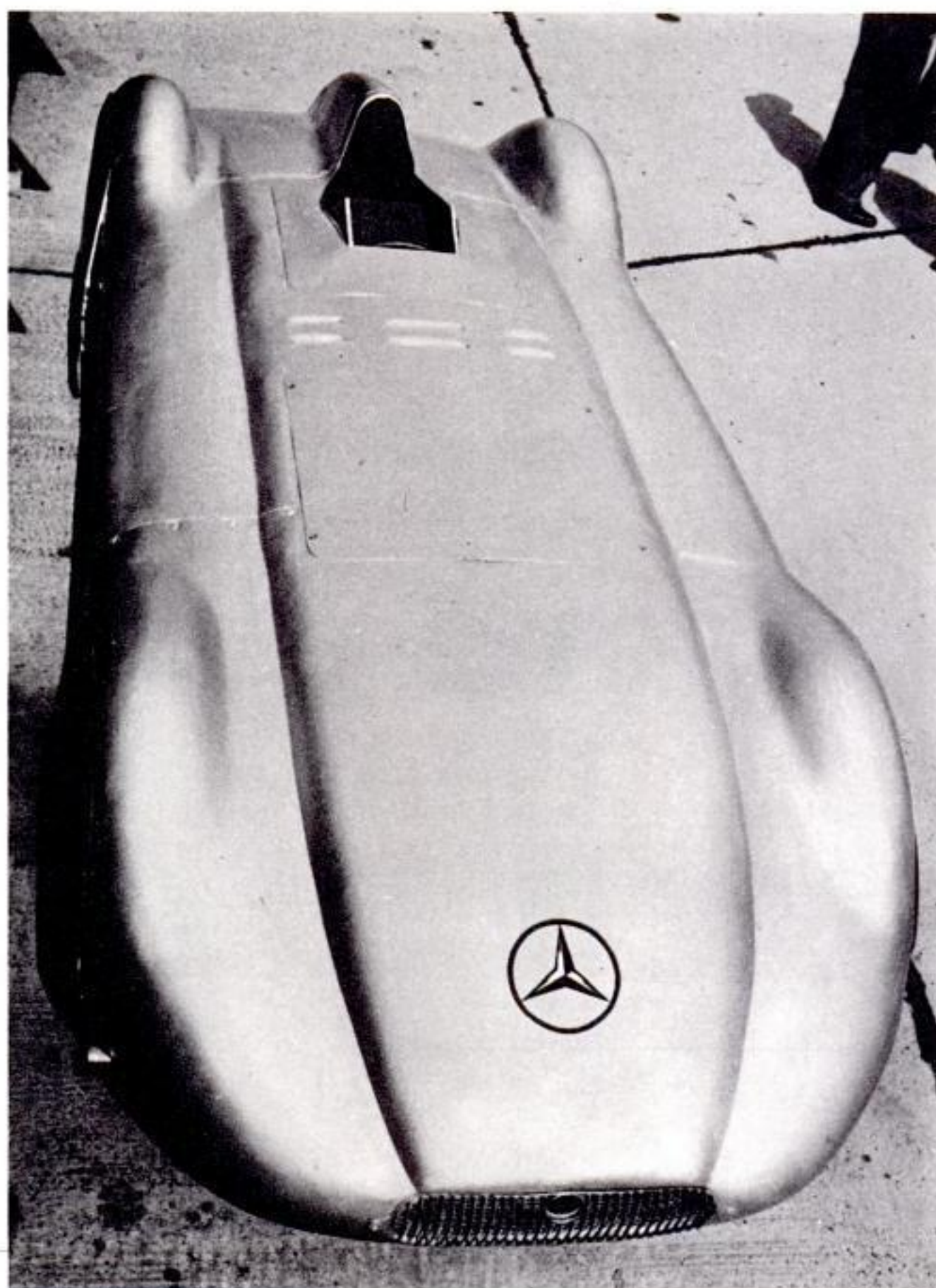
GERMAN AUTO SETS NEW TRACK MARK

Mercédès-Benz goes 160 m.p.h. for racing record

On May 30, a streamlined Mercédès-Benz automobile led two other racing cars around the steeply banked course at Avus Speedway, near Berlin (*below*), sped away to victory and a new world's racing record of 160.6 m.p.h. This was 15 m.p.h. faster than the record set by an Italian machine in 1935. On July 3, this Mercédès-Benz will race for the Vanderbilt Cup at Roosevelt Raceway, Long Island, attempt to beat last year's winner, Tazio Nuvolari of Italy.



240 m.p.h. is top speed of this Mercédès-Benz on a straightaway. Its supercharged engine generates 500 h.p., twice that of the average American racing auto. Its streamlining efficiency was tested in the big wind tunnel at Friedrichshafen airport. German and Italian racing cars, on which auto makers lavish all their engineering skill and are often aided by government subsidy, are the best in Europe.



ON THE RADIO, I'VE HEARD SO MUCH ABOUT PRO-PHY-LAC-TIC ROUND-END BRISTLE, I'VE WANTED TO TRY THE TOOTHBRUSH. NOW WHILE THE SPECIAL SALE IS ON — BRUSH AND POWDER FOR ONLY 49¢ — I'M CERTAINLY GOING TO DO SO.



ANY DENTIFRICE APPROVED BY THE AMERICAN DENTAL ASSOCIATION IS **SAFE**. I SEE PRO-PHY-LAC-TIC BRAND TOOTH POWDER IS ONE OF THE FEW ON THE NEW A.D.A. "ACCEPTABLE" LIST.



WHY I'VE ALWAYS PAID 50¢ FOR THE BRUSH BY ITSELF!

THAT'S RIGHT, BUT WHILE OUR STOCK LASTS YOU GET THE TOOTH POWDER WITH THE TOOTH BRUSH FOR ONLY 49¢. THAT SAVES YOU 1/3 THE REGULAR PRICE.



SPECIAL NEW Pro-phy-lac-tic POWDER AND BRUSH

BOTH FOR ~~75¢~~ **49¢**

Available in U. S. and Canada



PLEASE BUY PROMPTLY — SUPPLY IS LIMITED!

Stores cannot sell more than two brush-and-powder combinations at special price to any one customer

You don't know . . . and we don't know . . . whether you'll like our new Pro-phy-lac-tic Brand Tooth Powder better than what you're using now. So we offer a 25¢ can, practically as a gift, to induce a trial.

You get the powder and a Pro-phy-lac-tic Tooth Brush for the price you would ordinarily pay for the brush alone. And as you know, Pro-phy-lac-tic is the *only* tooth brush with Round-End bristles, the *double-action* bristles especially designed for both tooth cleaning and gum massage.

We make no claim for our new dentifrice that it is the powder your dentist uses. But we

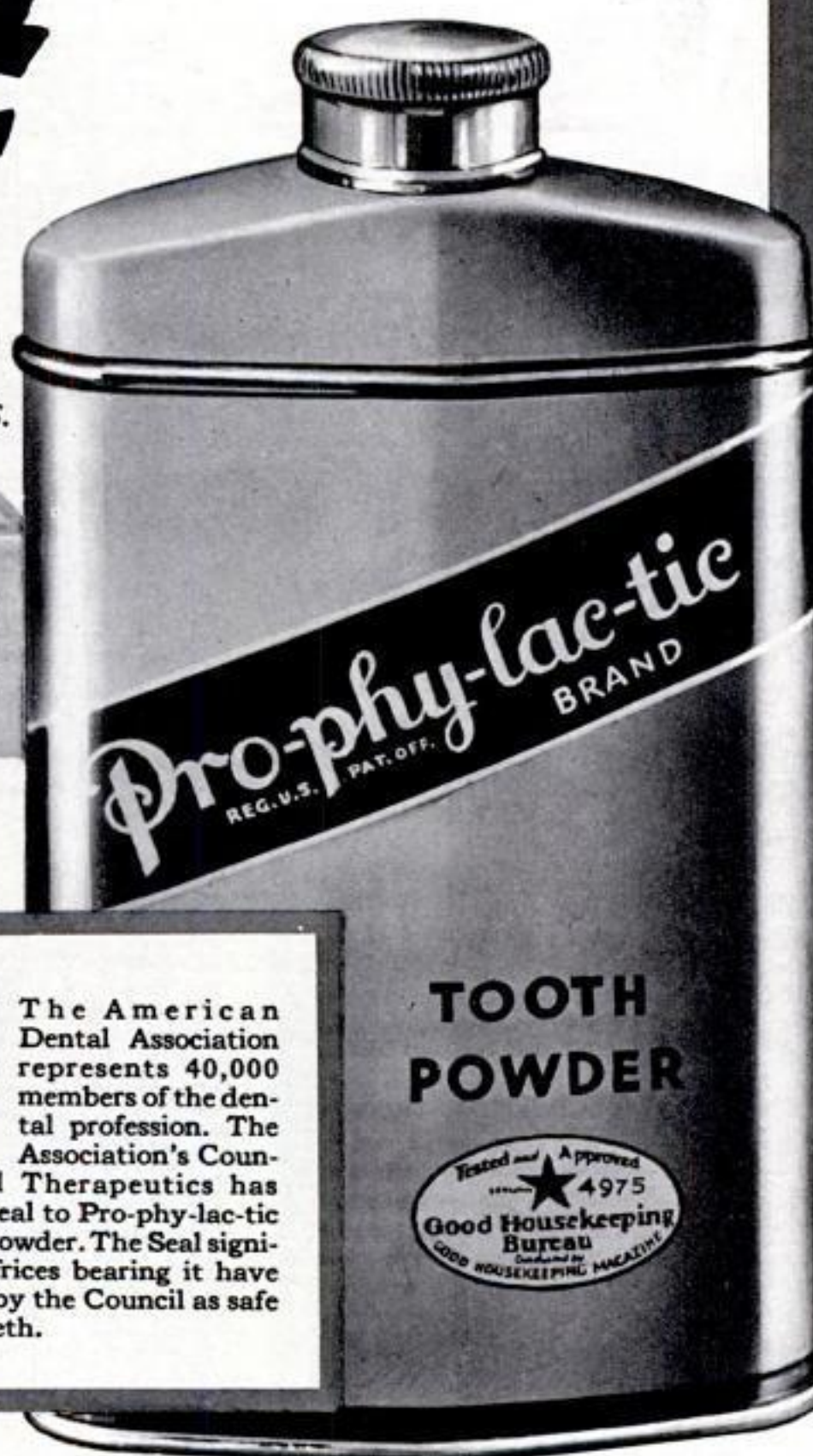
do believe it is the kind of powder which dentists would prefer you to use, because it has been awarded the seal of the American Dental Association, and "accepted" as SAFE FOR CLEANING TEETH by the Association's Council on Dental Therapeutics.

Don't pass up this opportunity to get two top-quality products at a saving. The supply is limited. The bargain is real. Stop today at any drug counter and get Pro-phy-lac-tic Brush and Powder for only 49¢. In fairness to other customers, please don't ask for more than two combinations at this special low price.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.



The American Dental Association represents 40,000 members of the dental profession. The Association's Council on Dental Therapeutics has awarded this Seal to Pro-phy-lac-tic Brand Tooth Powder. The Seal signifies that dentifrices bearing it have been accepted by the Council as safe for cleaning teeth.





1
Stewardess Martha Bonnell, of American Airlines, sees to the comfort of her youngest passenger, just seven weeks old. Another American Airlines passenger is...



2
... Judith Allen, star of the Republic Picture, "Bill Cracks Down", who finds real comfort in a spacious berth on an overnight flight. American Airlines relies on...



3
... aircraft grade Sinclair Pennsylvania Motor Oil exclusively to lubricate its fleet of 56 transport planes. This is the same motor oil sold...



4
... by your nearby Sinclair dealer for your car. See your nearby Sinclair dealer today, and ask him to drain and re-fill your crankcase with Sinclair Pennsylvania Motor Oil.

BRITISH CINEMA PRESENTS VICTORIA

Censors permit first appearance of "Widow of Windsor"

British censors usually forbid the enactment on stage or screen of any political figure whose children are still living. Three of Queen Victoria's children are alive, but, this year being 100th anniversary of Victoria's accession, the rule has been relaxed. The British public is permitted to see two Victorias: *Victoria Regina*, just opened in London, and *Victoria the Great*, a biographical film, nearing completion (below).



Queen Victoria is played in the film by Anne Neagle, who is here rehearsing the Diamond Jubilee ride to St. Paul's in coach Victoria actually used.

Producer of *Victoria the Great* is Herbert Wilcox, chatting (left) with Miss Neagle. The film is being made at the big Pinewood Studios near London.

An oldtime actress, Vi Kaley, (in front of carriage, right), who plays in the film, was member of a circus which once entertained Victoria at Balmoral.





NOW I'LL EXPLAIN, LADIES! You see, a mayonnaise can't be any fresher than the salad oil used in making it. Well, just two brands of mayonnaise in this country—Best Foods in the West and Hellmann's in the East—are made with "FRESH-PRESS" Salad Oil. This is fresher salad oil than you could buy to use at home.

"FRESH-PRESS" Salad Oil is prepared right at the Real Mayonnaise Kitchens. It goes directly into the double-whipper where it is mixed with freshly broken whole eggs, a special blend of vinegars, and choicest spices. Nothing else. No starchy fillers.



..made only with "FRESH-PRESS" SALAD OIL!



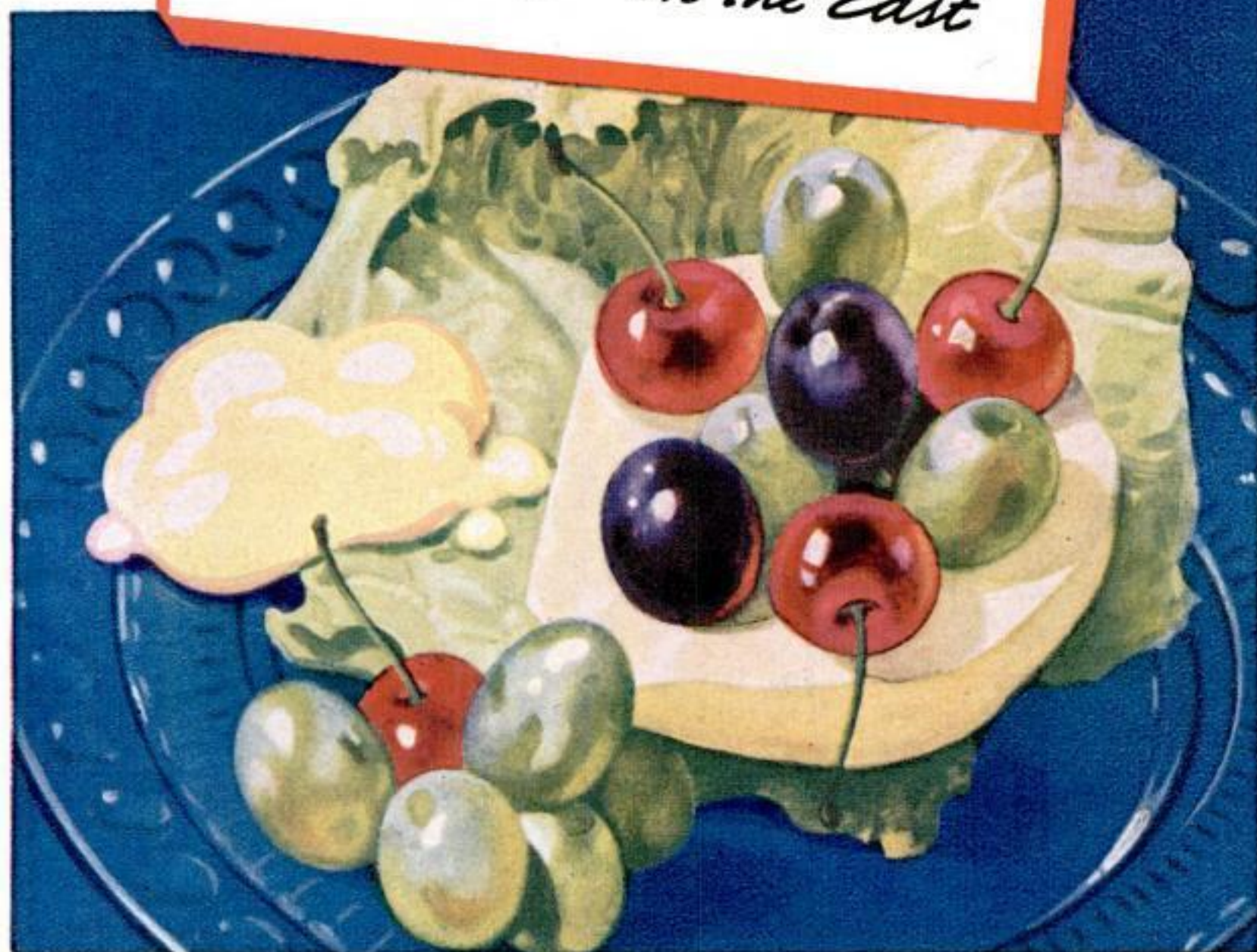
BEST FOODS
in the West



HELLMANN'S
in the East

RUSHED FRESH FROM OUR KITCHENS!

Best Foods and Hellmann's Real Mayonnaise are made fresh each day with that day's "FRESH-PRESS" Salad Oil. They are sealed in crystal jars . . . rushed to your grocer. You get them fresh! If you live in the West, ask for Best Foods—if you live in the East, ask for Hellmann's. Only these two brands of mayonnaise are made with "FRESH-PRESS" Salad Oil.



• **BEST FOODS**
and
• **HELLMANN'S**
REAL MAYONNAISE

HEAT SUFFERERS...HERE'S GOOD NEWS...
FORTABLE IN YOUR HOME ALL SUMMER LO

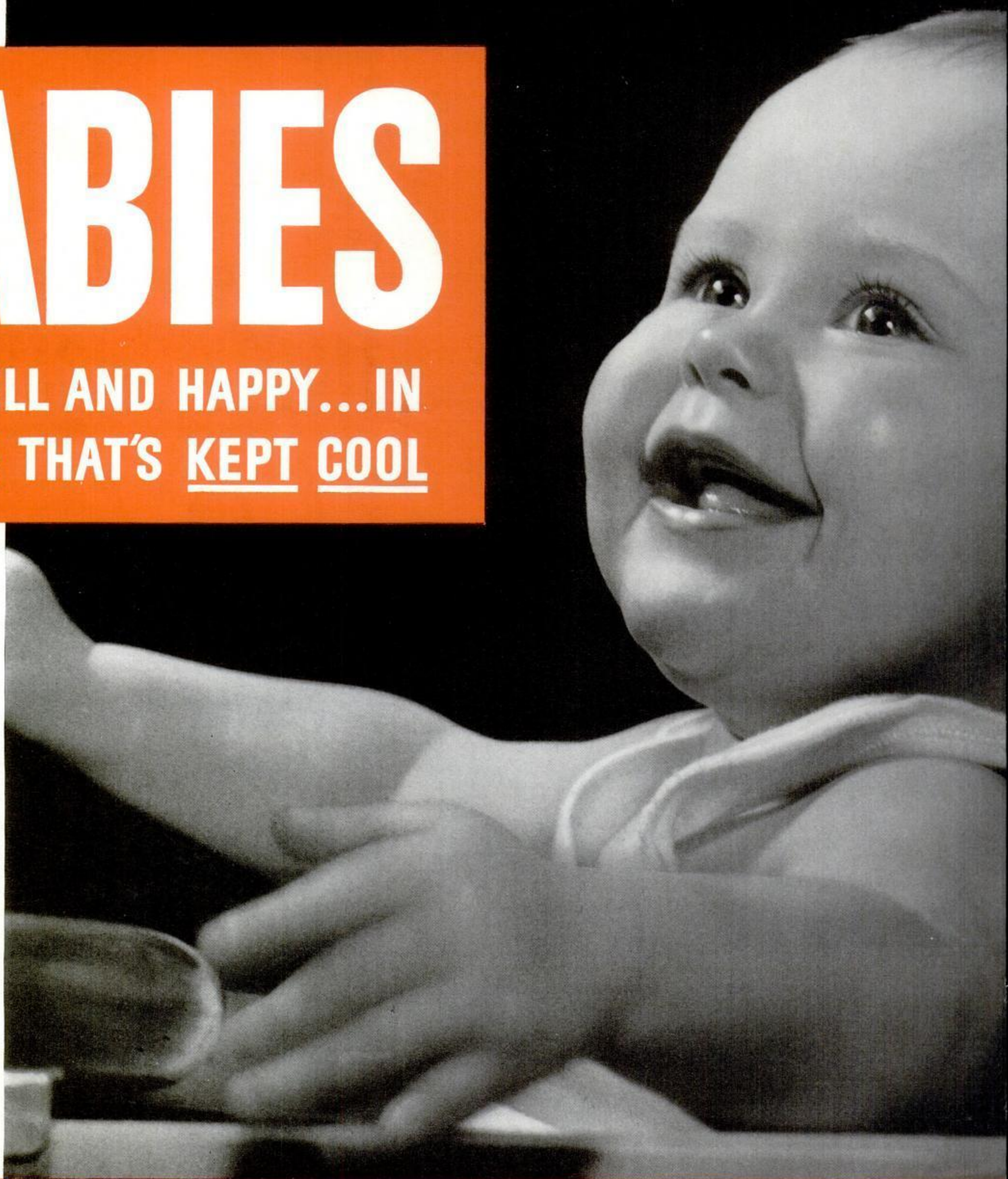
BABIES

KEEP WELL AND HAPPY...IN
A HOUSE THAT'S KEPT COOL

THIS IS THE CHAP who
most appreciates summer
air conditioning.

What is "comfort" to
adults is a vital necessity
to him. According to doc-
tors: Summer complaint,
heat rash, loss of weight,
summer colds...all can be
traced to excessive heat
and humidity.

Keep baby well, happy,
this summer — get Air-
temp Air Conditioning!



*Keep Cool
with—*

CHRYSLER'S AI

READ HOW YOU CAN BE COOL AND COM-
NG...WITH AIRTEMP'S NEW COOLING UNIT!

CHRYSLER'S AIRTEMP ANNOUNCES PERFECTED ROOM AIR CONDITIONING

READILY INSTALLED IN A FEW HOURS

THE MOTHER of this baby writes: "We never realized till now what a blessing summer air conditioning could be. Teddy has been a well and happy baby right through our worst hot spells."

Airtemp's new Room Air Conditioner changes the whole history of air conditioning! Puts cool comfort this summer easily within your reach.

Its big cooling capacity gives you more for your money. It filters, cools, dehumidi-

fies, circulates air. Maintains cool comfort on hottest days.

Don't let hot nights ruin your sleep... stifling days rob you of energy. Plan to enjoy summer! Get the facts about Airtemp from your local dealer, or mail the coupon today. AIRTEMP, INCORPORATED, Dayton, Ohio—Subsidiary of Chrysler Corporation.

For standard single-phase 60-cycle
current...installation additional

\$375

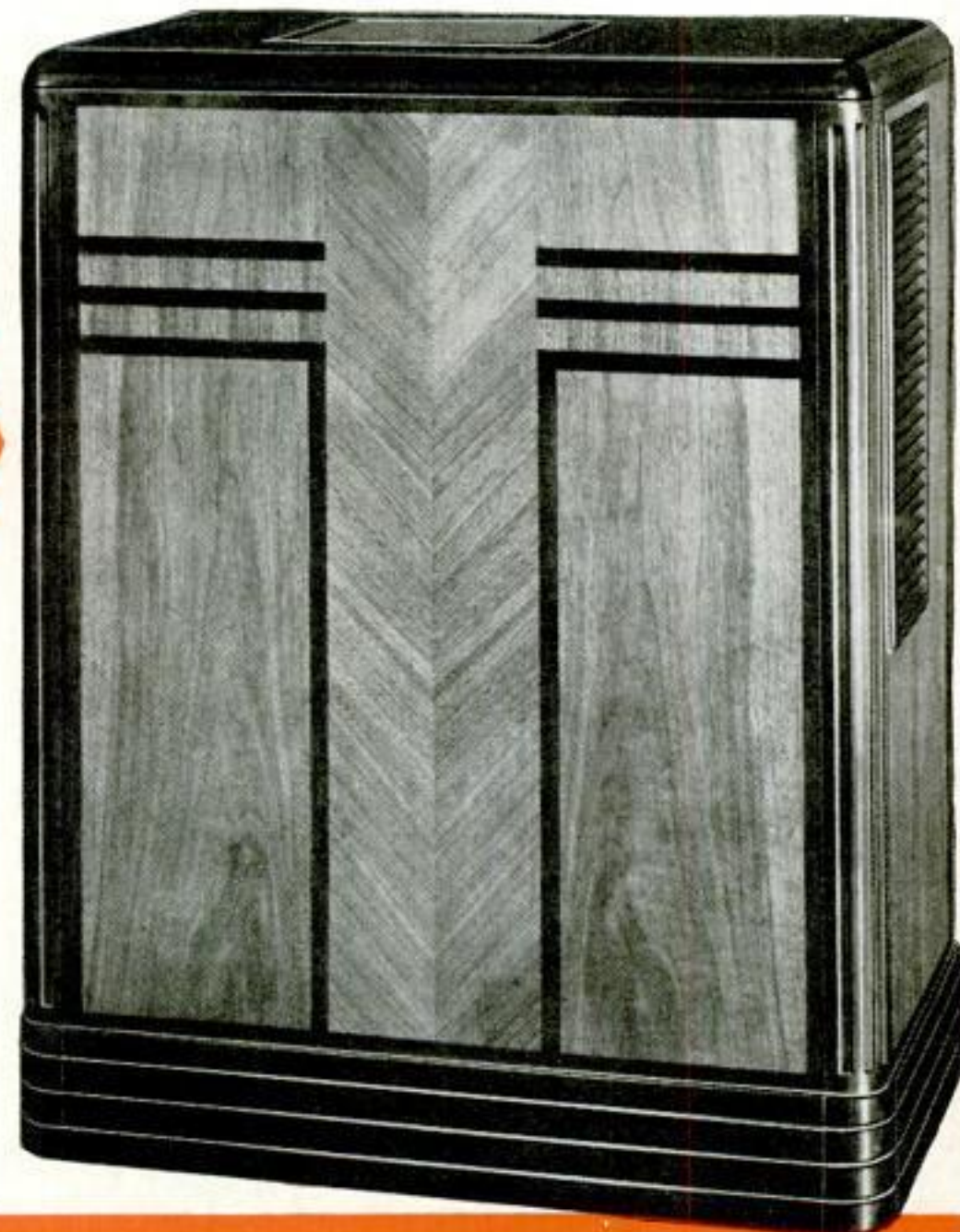
**WATER-
COOLED
MODEL**

Air-Cooled Model, \$496 — Prices F. O. B. Dayton

Simple, compact, beautifully finished in walnut... Airtemp's Room Air Conditioner is readily installed. Air-cooled and water-cooled models.

AIRTEMP HAS COMPLETE LINE

Airtemp also installs cooling systems in theatres, hotels, department stores, office buildings and other large commercial spaces. In addition, Airtemp manufactures a complete line of automatic heating and air conditioning systems for homes.



AIRTEMP ROOM AIR
CONDITIONER

MAIL THIS COUPON TODAY

AIRTEMP, INCORPORATED, Dayton, Ohio Dept. L-6-28
Gentlemen: Please send me details about Airtemp's new
Room Air Conditioner for my home () my office ().

NAME _____

STREET _____

CITY _____ STATE _____

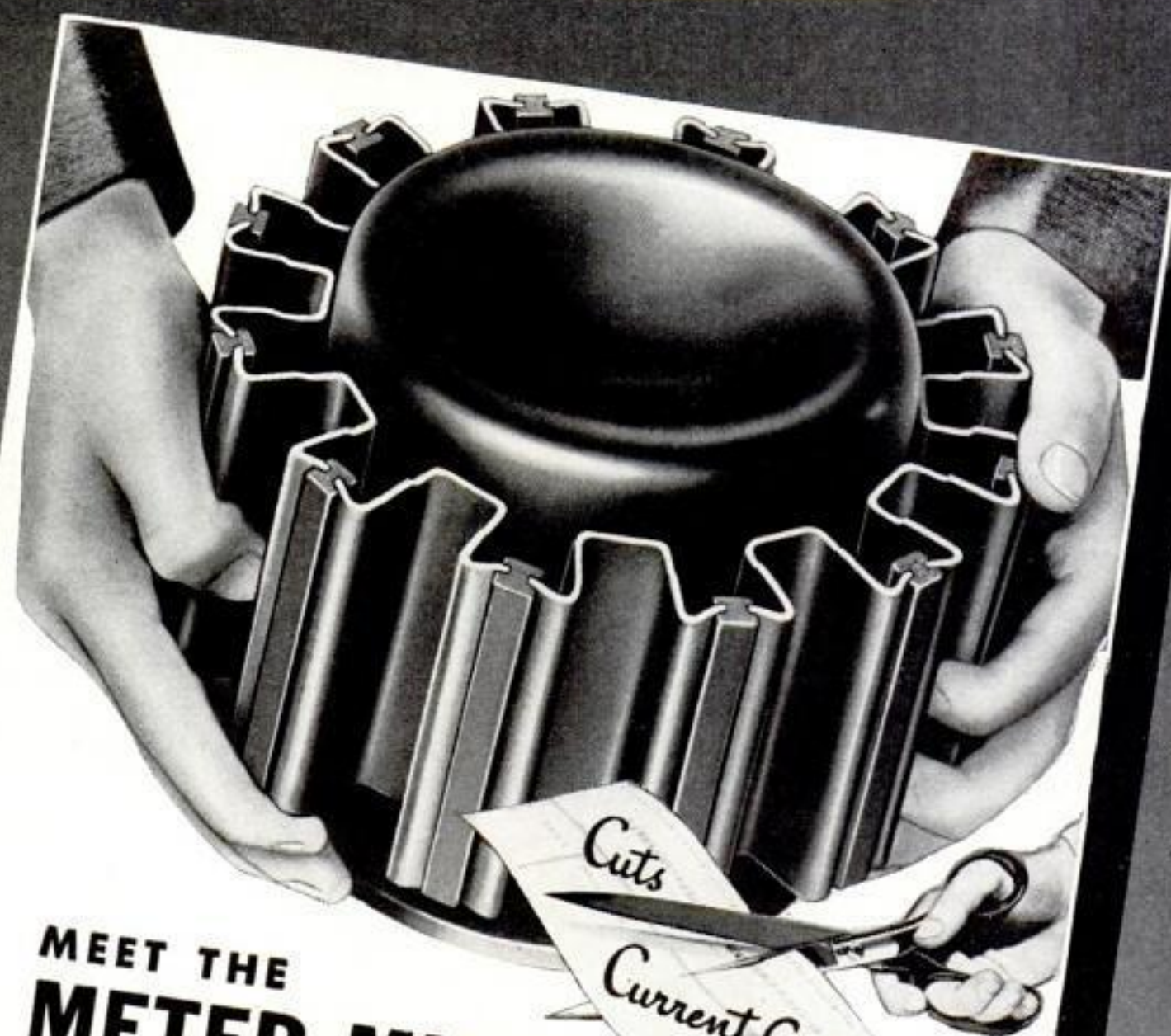
ONLY FRIGIDAIRE HAS THE METER-MISER

SLASHES CURRENT COST...KEEPS FOOD SAFER...and PROVES IT!



and ONLY FRIGIDAIRE HAS THE NEW
QUICKUBE TRAY
WITH THE
INSTANT CUBE-RELEASE!

Every ice tray is a fast-freezing, ALL-METAL QUICKUBE TRAY. Instantly releases ice-cubes, two or a trayful. Yields 20% more ice by ending waste and nuisance of melting under faucet. Big, solid cubes every time—in record time! See the QUICKUBE TRAY in action at your Frigidaire dealer's today.



MEET THE METER-MISER

Simplest Refrigerating Mechanism Ever Built! See an actual electric meter test prove that this marvelous cold-making unit produces oceans of cold on a trickle of electricity. Thus it keeps food safer, freezes more ice, faster—yet slashes current cost to the bone...even in hottest weather. Has only 3 moving parts, including the motor. Quiet, unseen, trouble-free. Frigidaire with the Meter-Miser saves enough on food and operating cost to pay for itself, and pay you a profit besides!

Don't be fooled!

SAVE MONEY...SAVE REGRET...Buy on Proof!

● It will mean money in your pocket to see your Frigidaire dealer's PROOF-DEMONSTRATION before choosing any refrigerator. You'll see an actual electric meter test PROVE that Frigidaire's exclusive cold-making unit—the Meter-Miser—produces oceans of cold on a trickle of electricity. Thus it keeps food safer, freezes more ice, faster—yet slashes current cost to the bone, even in hottest weather!

Yet this GREATER SAVE-ABILITY is only one of 5 Basic Services vital to complete refrigeration. And only Frigidaire PROVES ALL 5! Slashes the cost of making more ice, faster—the cost of protecting foods longer. Magically makes room for every size and shape of food with its marvelous 9-Way

Adjustable Interior. And runs trouble-free year after year, because the dependable Meter-Miser is the simplest refrigerating unit ever built!

Super-Duty Costs You No More!

Don't buy a refrigerator that falls short of complete Service-Ability. Attend your Frigidaire Dealer's PROOF-DEMONSTRATION of ALL 5 BASIC SERVICES... You'll agree it proves Frigidaire the most serviceable refrigerator ever built, and the greatest money-saver you could have in your kitchen. Yet Frigidaire gives you this Super-Duty Completeness at the price of an ordinary refrigerator! Truly, it's the "buy of a lifetime."

FRIGIDAIRE DIVISION
General Motors Sales Corporation
Dayton, Ohio



See PROOF that
Frigidaire with the Meter-Miser
Is Complete in
ALL 5 BASIC SERVICES
For Home Refrigeration

1. **GREATER ICE-ABILITY**
Ends "Cube-Struggle" and "Ice-Famine"!
2. **GREATER STORAGE-ABILITY**
New 9-Way Adjustable Interior!
3. **GREATER PROTECT-ABILITY**
Keeps food safer, fresher, longer!
4. **GREATER DEPEND-ABILITY**
Built and Backed by General Motors!
5-Year Protection on the sealed-in mechanism.
5. **GREATER SAVE-ABILITY**
Meter-Miser Cuts Current Cost to the Bone! See its lower operating cost proved with an actual electric meter test.

MOST COMPLETE REFRIGERATION SERVICE EVER KNOWN!

Buy only on Proof!





THE DISTRICT FOREST RANGER SCOUTS FIRES OVER AN AREA OF 100,000 ACRES FROM A PEAK IN THE CABINET NATIONAL FOREST, MONT.

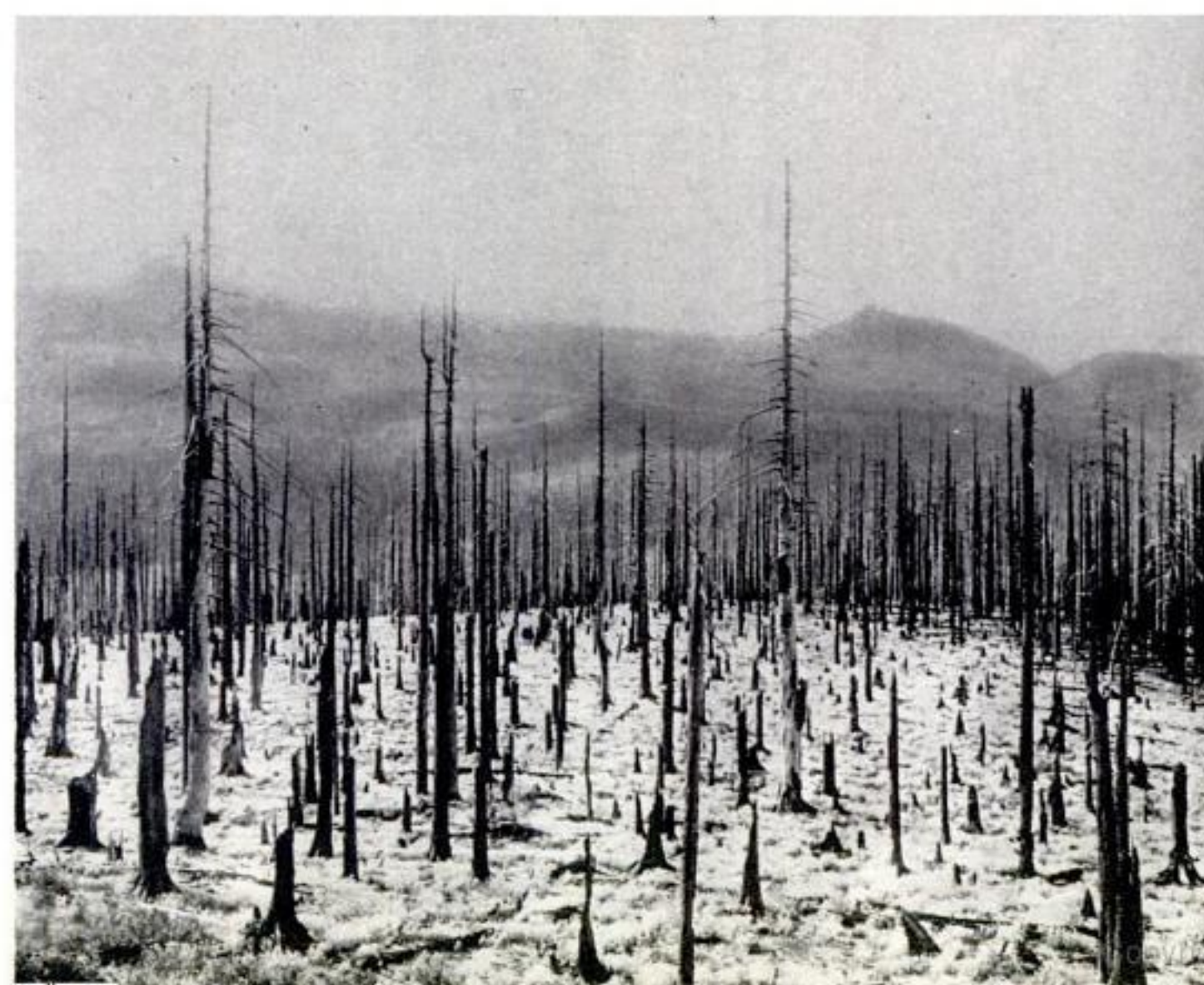
FOREST FIRES DESTROY 40,000,000 ACRES OF TIMBER ANNUALLY IN U.S.

More than 40,000,000 acres of forests, an area equal to the State of Washington, are destroyed annually by fires in the U. S. Direct loss of timber runs up to \$100,000,000 yearly and damage due to subsequent soil erosion amounts to many times that figure.

To fight this menace to property and life the 6,000 men of the U. S. Forest Service keep a 24-hour watch over 250,000,000 acres of timber. This immense area belongs largely to the Government, represents half of the forests in the country. The other half, inadequately protected, sustains 80% of the destruction by fire.

This proof of efficacy on the part of the Forest Service is spurring the Government and private owners to co-

operate and increase the fire-fighting army. On June 10, President Roosevelt opened an educational campaign to eradicate forest fires. Its slogan: "Your Forests—Your Fault—Your Loss." Most dangerous enemy of forests is man, whose carelessness as a smoker, hunter or brush burner causes nine out of ten fires. To cure this man of his innate carelessness, forest rangers now teach tourists and campers how to put out fires, and order them to smoke only in certain places. Where education fails, more drastic measures are taken, such as imposing fines on smokers. Seen below are the results of carelessness. At left, a fire in the Sierra National Forest, Calif., and at right what flames left of a forest in Washington State.

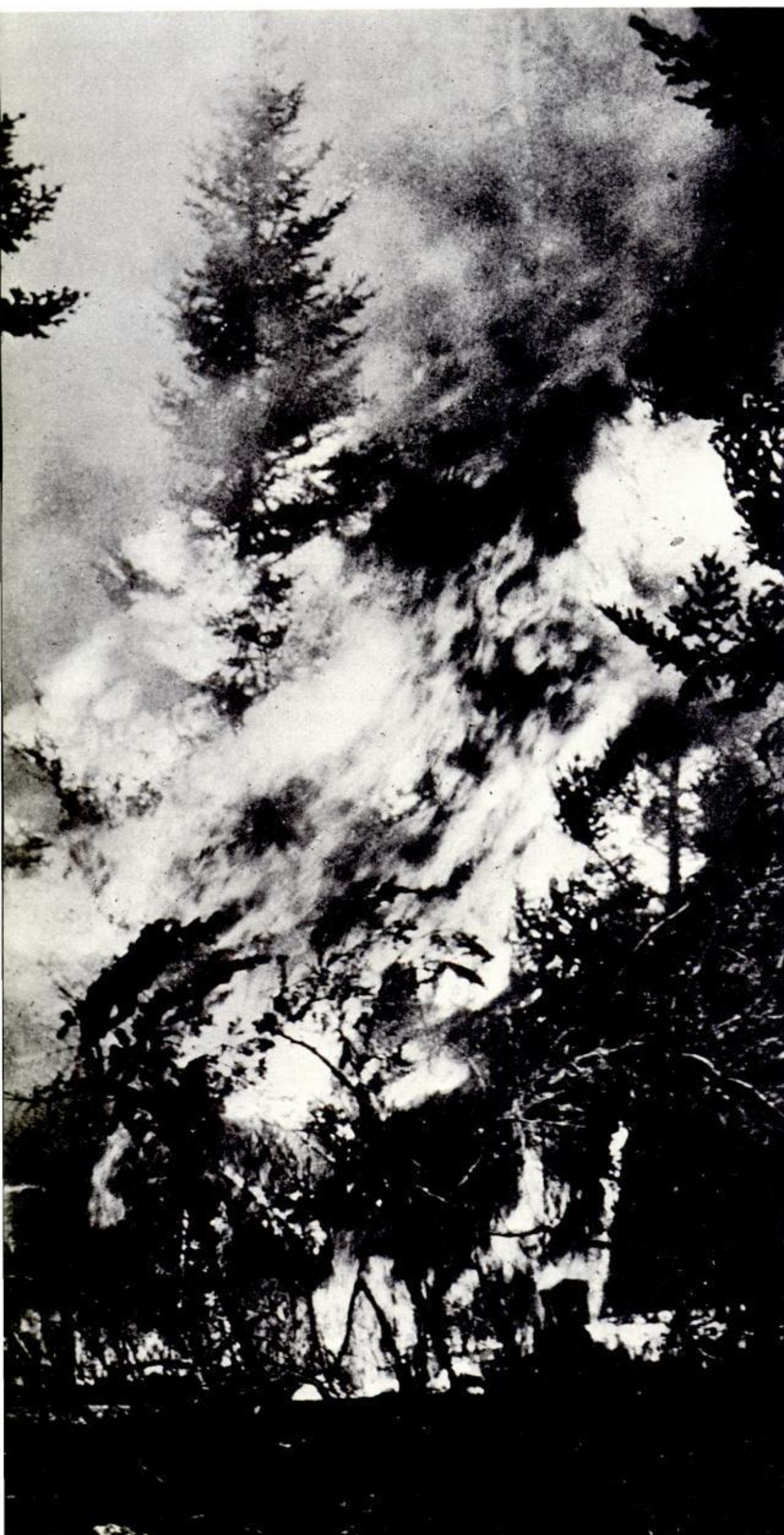


RANGERS DETECT AND FIGHT FOREST FIRES

(continued)

Speed is the cardinal principle of forest-fire fighting. Aided by high winds a fire will travel with incredible rapidity. To detect the first puff of smoke is the job of the lookout man. He telephones the dispatcher at headquarters down below who sends out a fire crew. If these men reach the scene soon enough they can generally suppress the fire before it gains much headway. If not, you have the picture seen below where a "crown fire" is sweeping through the treetops near Moose Lake, Minn. To handle it rangers saw down blazing trees. To circumvent its growth they cut five-foot swaths around it, make backfires to burn all fuel within its reach.

Modern machinery, including airplanes, two-way radios, plows and fire trucks, are maintained by the Forest Service for such emergencies. Often more useful, however, are courageous, levelheaded men who, armed with shovels, axes, hoes and portable pumps, actually hack their way through conflagrations.



Page 66

Lookout stations like this one in the Payette National Forest, Idaho, are built on peaks or high towers affording a long range of vision. The mounted ranger at the right has returned from a long trek to report on suspicious smoke clouds spotted by the observer.



This lookout man in Coeur d'Alene National Forest, Idaho, reports a fire to the dispatcher, gives its exact location and rapidity of growth. From his tower he surveys hundreds of square miles, uses only binoculars, a range finder and a telephone to fight fires.



Backfiring from a firebreak is the drastic and dangerous remedy used to curb a raging fire in the Angeles National Forest, Calif. Fast-spreading fires during the fire season (May to October) have kept up to 70,000 CCC boys at work throughout the country.



THIS CCC BOY ARMED WITH A HOE IS FIGHTING A WOODS FIRE IN THE SHASTA NATIONAL FOREST



Overcome by smoke, this man is being helped back to camp in Plumas National Forest. The doe (below) was one of many killed by fire in Santa Barbara National Forest, Calif.

HOW CARELESS SMOKER STARTS A FIRE

A lighted cigarette is tossed out of the window of a passing car. A few minutes later the dry brush begins to burn. Flames lick the tree, reach up to the branches. In an hour the careless smoker is miles away leaving the wind to complete the destruction.



In this
angry sea



AN OFFICER IS SHAVING BELOW DECKS IN PERFECT SAFETY

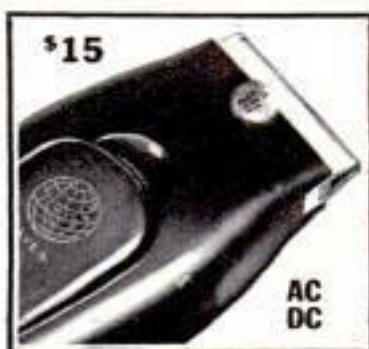
[An officer's wife wrote this unsolicited letter to us]

"Eight months ago, I gave a Schick as a gift to my husband, who is an officer in one of our American merchant ships. From the first day he used it, he has had nothing but unqualified praise for it. He had an unusually tough beard and tender skin, and, of course, the troubles of razor shaving are, with him, a thing of the past.

"What impressed me most is that so often in his letters he writes: 'It was so rough—we pitched and rolled—but it was as easy as ever to shave with my Schick, whereas I couldn't possibly have shaved with a razor this morning.' Another time the boilers were shut down for repairs and there was no hot water for shaving—which condition didn't bother him at all."

These astonishing Schick stories

Day after day we receive letters of the use of Schick Shavers under remarkable circumstances. A half-paralyzed man uses one. Blind men shave without danger. A man breaks his right arm and shaves with a Schick in his left. Two days after a dangerous major operation, the 60-year-old patient shaves himself. Literally thousands of letters in our files tell these marvelous stories of the Schick Shaver.



What about you?

Are you still using old-fashioned methods of shaving? The Schick will give you quick, close shaves. You use no lather. It has no blades. You cannot cut or scrape yourself. And, in time, it gives you a new skin to replace the blade-calloused tissue of your face.

Go to a dealer today

Ask him to show you a Schick Shaver. Try it yourself. Buy one and use it for 30 days *without using a blade* and you will be enthusiastically convinced.

SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor . . . Edises, Inc., San Francisco. In Canada . . . Henry Birks & Sons, Ltd., and other leading stores

SCHICK SHAVES

SHE IS TAP-DANCING ON THE CEILING

Nancy Darken also sings wrong-side-up for radio



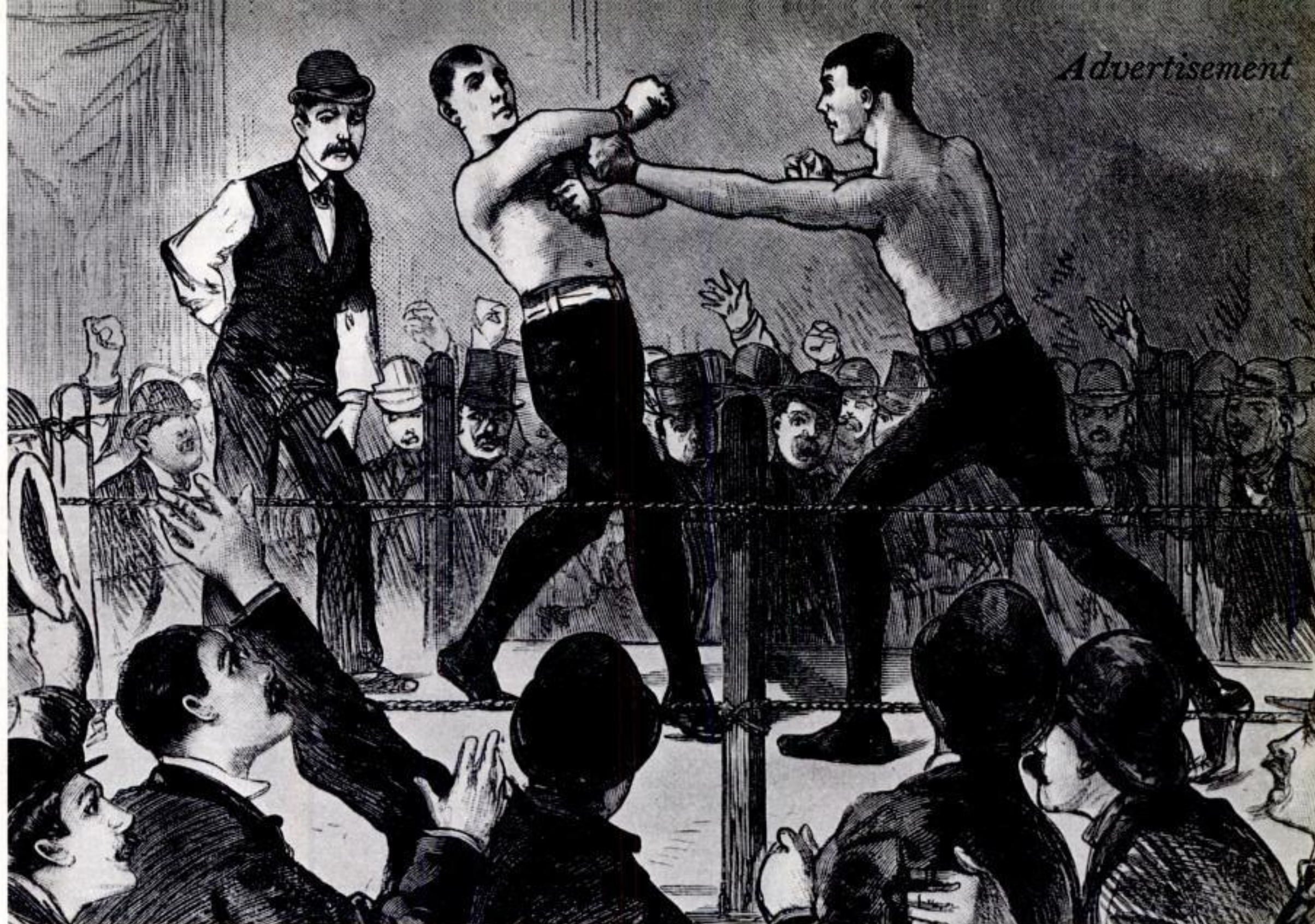
The little girl above is not merely standing on her head. She is singing and tap-dancing on her head. She did this for a Chicago radio broadcast June 13, took both the studio and her audience by storm. She does it in an especially built apparatus that looks like a cage with a hardwood top and bottom. Her name is Nancy Joyce Darken, she is six years old, her father is a milkman for Bowman Dairy Co. and she prefers Tarzan to Shirley Temple. To prove that dancing on her head does not affect her mind, Nancy made straight A's during the past year, her first at Chicago's Elmwood Park Grade school.



WHAT WINS PRIZE FIGHTS? RIGHT! A SMOOTH PUNCH

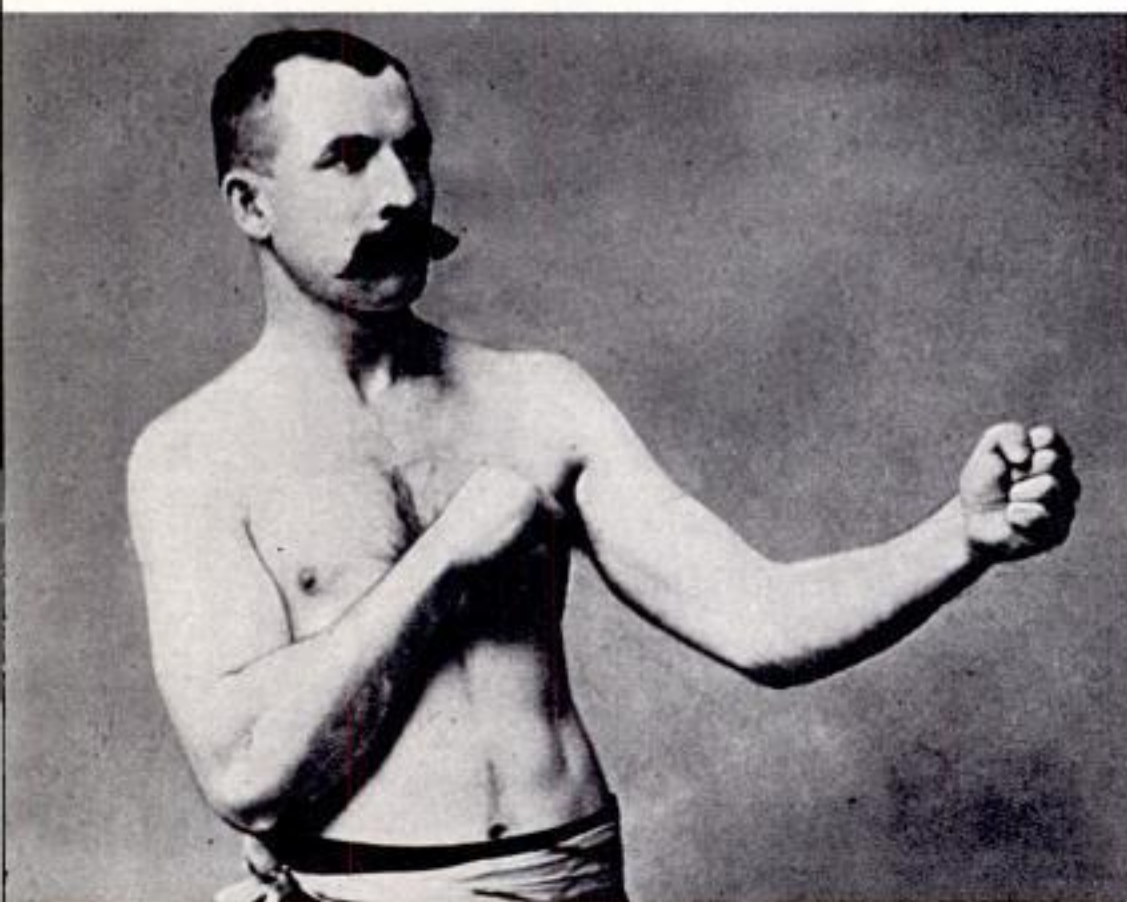
From the wild old days of bare knuckles to our present-day frequent "battles of the century," every boxer has always dreamed of developing a "smooth punch." That is what makes a crowd stand up and roar—and a fighter stand out to win. Preliminary fighters strive for it... headliners need it... champions *have* it! In the ring they still pay off on the SMOOTH PUNCH that makes a winner.

REMEMBER WHEN



Ike Weir (the "Belfast Spider"), then the world's featherweight champion, fought Frank Murphy of England at Kouts, Indiana, for the featherweight championship of the world in one of the most colorful fights in ring history?

Weir and Murphy fought eighty rounds with skin-tight gloves, for a purse of \$1500. Murphy was the favorite and although the Spider weakened at the last, he retained his championship title. The date: March 31, 1889.

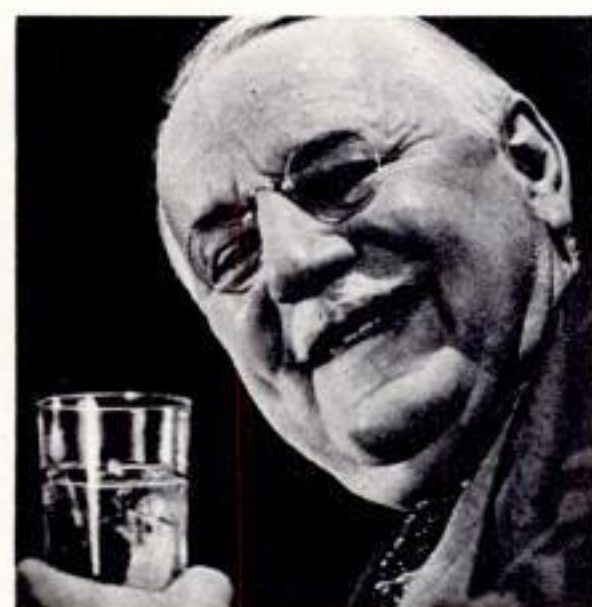


Jake Kilrain—This lad from Boston fought 'em all for 16 years and his SMOOTH PUNCH ran his string of victories to 20! Silver Dollar Whiskey has the SMOOTH PUNCH that wins, too!



Bob Fitzsimmons—His SMOOTH PUNCH won three titles (middleweight, light heavyweight and heavyweight). In 29 years of boxing, "Freckled Bob," the barrel-chested blacksmith, won 50 fights and lost only seven.

SMOOTH PUNCH WINS IN A WHISKEY, TOO!

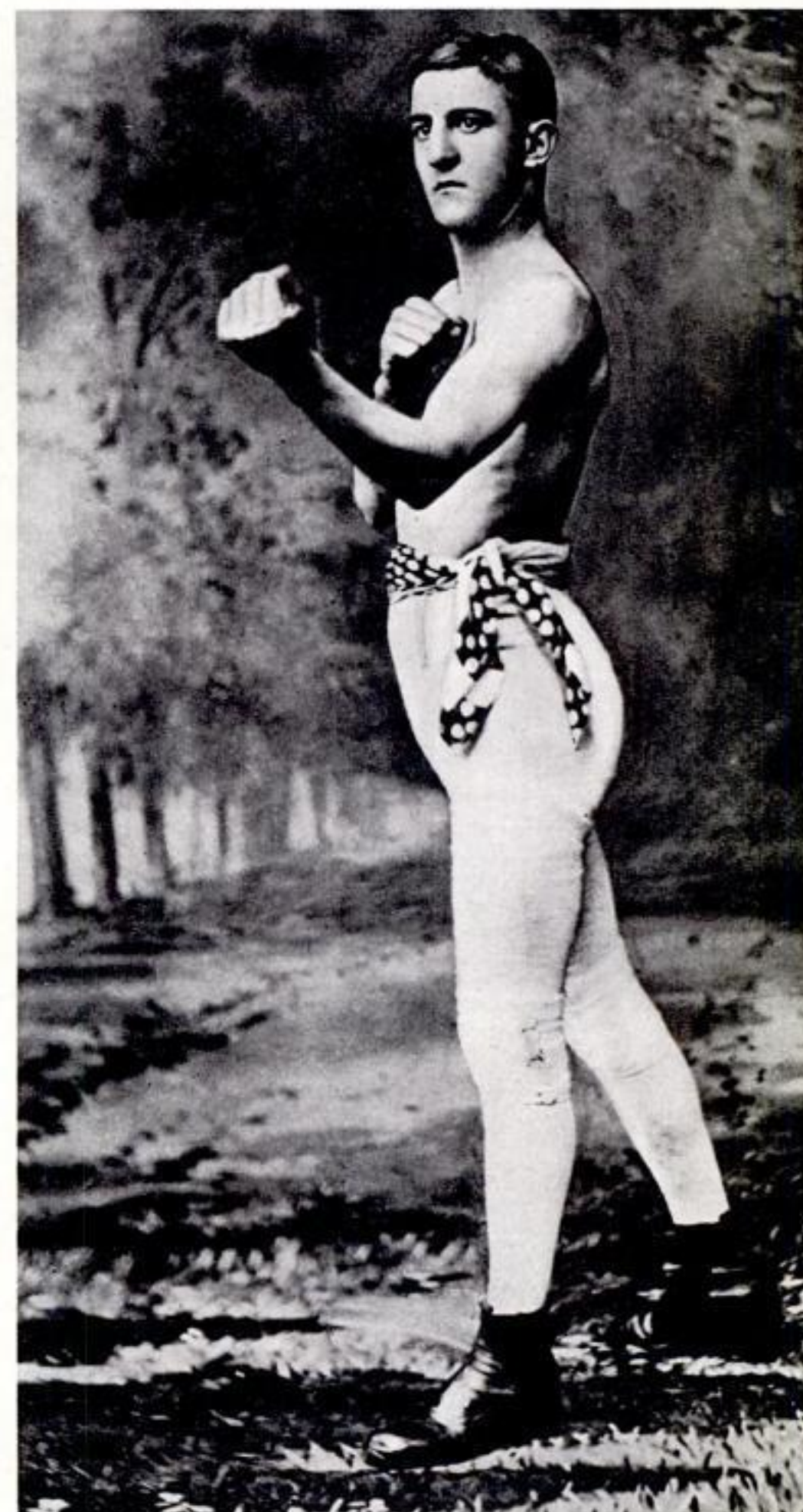


Here's the record: Nearly 6,000,000* bottles of Silver Dollar Whiskey already sold! And here's the reason: SMOOTH PUNCH! This fine Straight Bourbon is EXTRA mellow—sure! But *you know it's there!* Buy GOOD whiskey...save GOOD money...step UP to Silver Dollar today, in your favorite bar or liquor store. You'll know then why this great whiskey won the West...won the East...and today is clicking from coast to coast!

P. S. Have a Mint Julep: Put 10 or 15 leaves of mint in a 14-ounce glass. Add 2 teaspoons of pulverized sugar, 1 ounce water; stir together, crushing mint slightly. Fill glass with finely cracked ice, add 2 ounces of Silver Dollar Whiskey. Stir slowly until outside of glass is frosted. Decorate with several sprigs of mint and serve a really cooling Southern Mint Julep with the famous Smooth Punch!

LINCOLN INN DISTILLING CO., INC., LAWRENCEBURG, INDIANA

*All Sizes



Terry Turner—This middleweight fighter's SMOOTH PUNCH was famous during the eighties. Terry Turner was one of the last of the "bare knuckle" prize fighters in the Great Age of Boxing.

Copyright 1937, Lincoln Inn Distilling Co., Inc.

SILVER DOLLAR

IT'S GOT A SMOOTH PUNCH

STRAIGHT BOURBON WHISKEY—90 PROOF

Copyrighted material



Respectfully RESTRICTED TO MEN

Like the famous men's bar at the Waldorf-Astoria, Fougere Royale is *for men only!* Heretofore, men have submissively used toiletries that might have been perfumed by a committee of lady barbers. It is only justice that men can now get toilet preparations that do not reek of the beauty-parlor or the water-front barber shop.

The fragrance of *Fougere Royale* (Royal Fern) is fresh, woody, *definitely masculine*.

Fougere Royale After-Shave Lotion. (Illustrated above.) Your daily reward for shaving! A cocktail for your skin. Mildly astringent, and soothing to small scuffs and nicks. 85c.

Fougere Royale Shaving Bowl. You get luxurious, voluminous, refreshingly fragrant lather, and it lasts like a rock for ages. \$1.00.

Fougere Royale Talc. Extremely fine in quality. Man-toned. Man-fragranced. Miles above most talcs, but only mills more expensive. 50c.

Fougere Royale Hair Lotion. For the well-groomed head. Lends lustre without oiliness. Enlivens the scalp, combats dryness—with the fragrance that's *all man!* 85c.



FOUGERE ROYALE

Fooj-air Roy-al (Royal Fern)

by HOUBIGANT

for men

PRIESTS TREAD MUSSOLINI IN FLOWERS

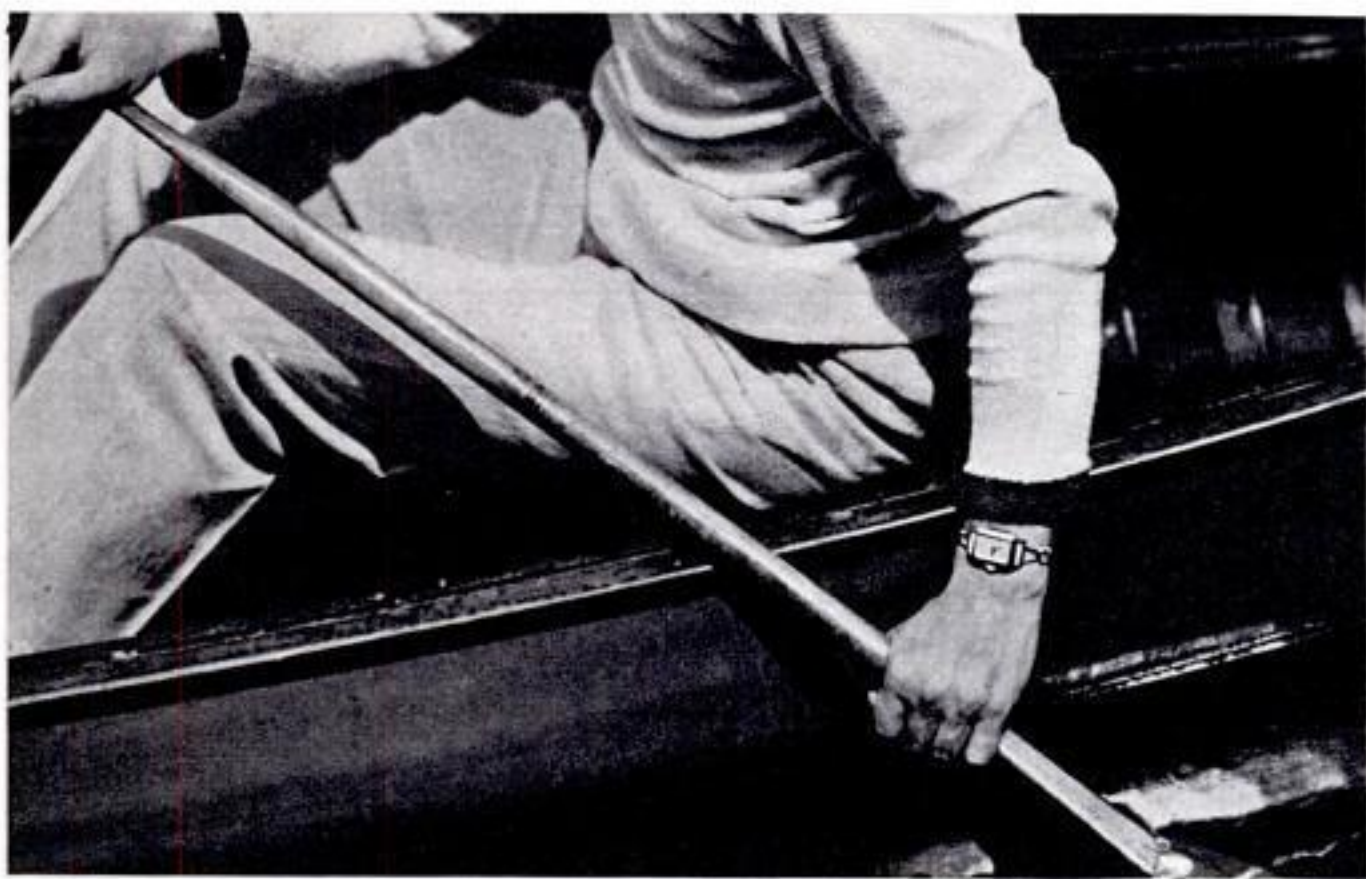
The street carpets shown below are made of cut flowers, laid out on the main street of Genzano, poor vintners' town in Italy just south of Rome. Occasion is the annual Roman Catholic festival of Corpus Christi commemorating the Catholic dogma that Catholic communicants really receive the Body and Blood of Jesus Christ in the bread of Communion. Only in Genzano are such elaborate flower designs possible, because the wind rarely blows there. Of the twelve patterns, the fifth shows Mussolini, King Victor Emmanuel and the legend, "Rome Vindicates the Empire." On May 27, the Corpus Christi procession walked over the flowers and afterwards the people used the broken designs for a battle of flowers.



LIFE GOES OUTDOORS



WATCH THAT SWING! Every time the golf club swings, your wrist watch takes a ride. Modern golfers carry the modern new watch—"Rist-Arch"—Ingersoll's beautiful jeweled, curved wrist watch. It was born with a sporting disposition. Sturdy and strong—well-adapted to the outdoor life of an active sportsman. Yet small and beautiful. Only \$3.95.



WATCH YOUR WATCH . . . when you go on a vacation. Many people leave their delicate, expensive watches home. Prefer to take a low-priced Ingersoll. Yet the new Ingersoll "Rist-Arch" has the curved beauty found elsewhere in high-priced watches. And the new "Rist-Arch" has jewels! Isn't that amazing in a watch that sells for only \$3.95!



CAR-DRIVING COMFORT. Hot days make hot driving. Welcome the new Ingersoll "Rist-Arch"! It curves to fit your wrist—a better fit makes it the most comfortable wrist watch you ever wore. And one of the smartest. Your choice of a good-looking leather sports strap or adjustable metal band. Case is finished in non-tarnishing chrome. Every "Rist-Arch" is a jeweled watch. \$3.95 buys value in a watch when it's Ingersoll!

JEWELLED! CURVED!

Ingersoll

"RIST-ARCH"
\$3.95

**THE TIME OF
YOUR OUTDOOR LIFE!**

The golf course is no place for a delicate watch. Get yourself a new Ingersoll jeweled Rist-Arch! It curves to fit your wrist in comfort. It costs only \$3.95. And it's a beauty.

Let an Ingersoll Rist-Arch be the time of your outdoor life. It has a rugged disposition—and a beautiful face. Curved case is sleek chrome-finish. Band is of the leather sports type or an adjustable metal bracelet. A real buy at \$3.95!

Your wrist watch moves with your wrist! Ingersoll watches are tested four times to make sure they're well-prepared for the outdoor life they'll lead.

YANKEE—Ingersoll's famous pocket watch—
\$1.50

PETITE—Ingersoll's new small boudoir alarm—
\$2.95

AERO—Ingersoll's small, smart wrist watch—\$3.50

INGERSOLL-WATERBURY CO., WATERBURY, CONN.

One Good Rule for Keeping Cool When It's *Getting Warm!*



WHEN the sun beats down . . . and the temperature goes up . . . some people jump for gin. Others whistle for whiskey. Don't *you* get hot about *which* is the better for keeping cool. For there *are* two ways about it . . . and one good rule for being right *either* way. Get G & W. Why G & W? Because it's the one *Good Way* to be sure of *Good Whiskey* drinks or *Gin Wonders*. Let others get hot under the collar. You collar the heat. *Get Wise* . . . get G & W tonight. You'll *Grin Widely* because it *Goes Well*.

Win a \$50 Curvex Gruen Watch*



FREE! Ten \$50 Gruen Watches for the 10 best lists of 10 famous "G & W" names or expressions (like *Gee Whiz* or *George Washington*) plus your comments on G & W whiskies or gins. Full details on entry blanks at your dealer. Contest closes July 31, 1937. Duplicate prizes in case of ties.



Get Wise... get **G & W** ...it Goes Well

Gooderham & Worts, Ltd., Detroit, Michigan—Est. 1832. G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is six years old; 23% straight whiskey, 77% neutral spirits distilled from grain. 90 proof. G & W DISTILLED LONDON DRY GIN—90 proof—Distilled from grain. G & W BONDED STOCK STRAIGHT BOURBON WHISKEY—Bottled in Bond in Canada. 100 proof.

*This contest limited to adults in states where such contests are permitted. Entry blanks available only in such states.

THE CAMERA OVERSEAS: THE SALVATION ARMY WELCOMES TWO STRANGERS TO ENGLAND



Evangeline Booth, General of the Salvation Army, on May 26 presented a doll to a small Basque boy (*left*), rescued from besieged Bilbao by the British Government and one of 400 now under the care of the British Salvation Army. Because a case of typhoid was discovered among them, they were naturally quarantined. They began to escape over the walls of the Salvation Army's Clapton camp in North London and spread tales of how they were beaten and caged. Indignant local citizens enticed more Basques out of the camp with candy and cigarettes, formed a threatening mob outside the gates. Eventually police rounded up some 50 fugitive refugees.

On May 25, at a London garden party, General Booth met the chief of a society locally far more potent than her own (*below*)—Ademola II, Alake of the dread Egbo secret society at Abeokuta in British Nigeria. The Egbos, who terrorize all West Africa, do so with the permission of Britain.

Lately General Booth, now 71, had dismissed from the Salvation Army on secret charges able Commissioner Henry W. Mapp, 67. A woman friend of Mapp's sued for slander, later dropped the case. Last year, when the present Duchess of Windsor was in the audience, General Booth preached on "The World's Greatest Romance," the growth of the Salvation Army.

Mischievous young Basques smile as General Evangeline Booth of the Salvation Army gives a small refugee, fresh from the horrors of besieged Bilbao, a doll. Later these youths grew troublesome.

At a London garden party, General Booth, still harassed by Salvation Army troubles, met the head of a secret society

that never has any trouble. The Alake Ademola II (*below, right*) heads Africa's Egbo, an exclusive male club of Niger-

ian Negroes which avenges any crime against a member and enforces "law and civilization" among the savages.



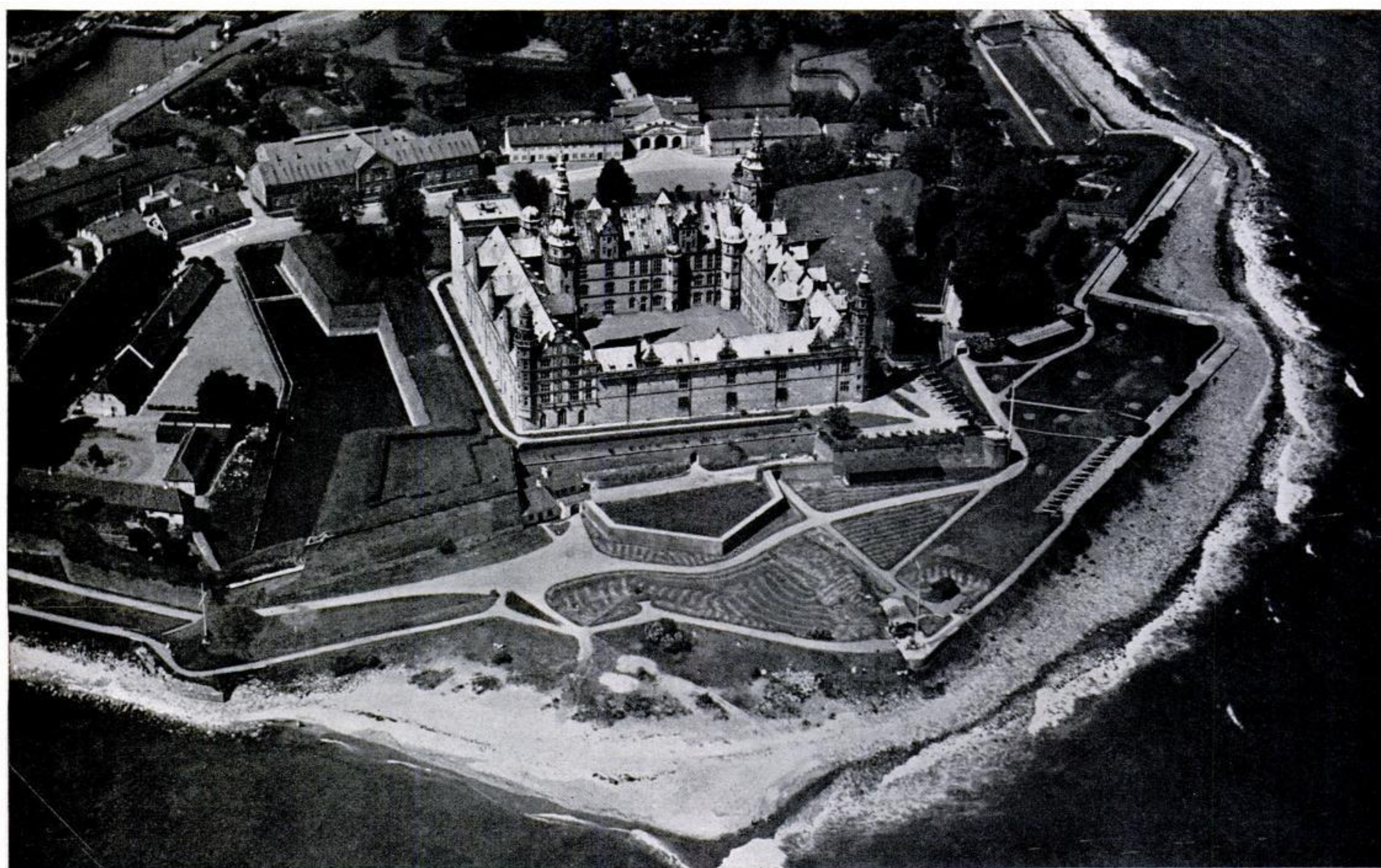
THE CAMERA OVERSEAS: HOMES OF TWO GREAT DANES—BARBARA HUTTON AND PRINCE HAMLET—



Barbara Hutton will live here

Figuratively a Dane as the wife of Denmark's Count Haugwitz-Reventlow, lovely Barbara Hutton prefers to live in London, is now rebuilding the huge house shown above and

engaging in a dressmakers' war with the lovely Duchess of Kent for the title of best-dressed woman in England. The house used to be a St. Dunstan's Home for blind soldiers.

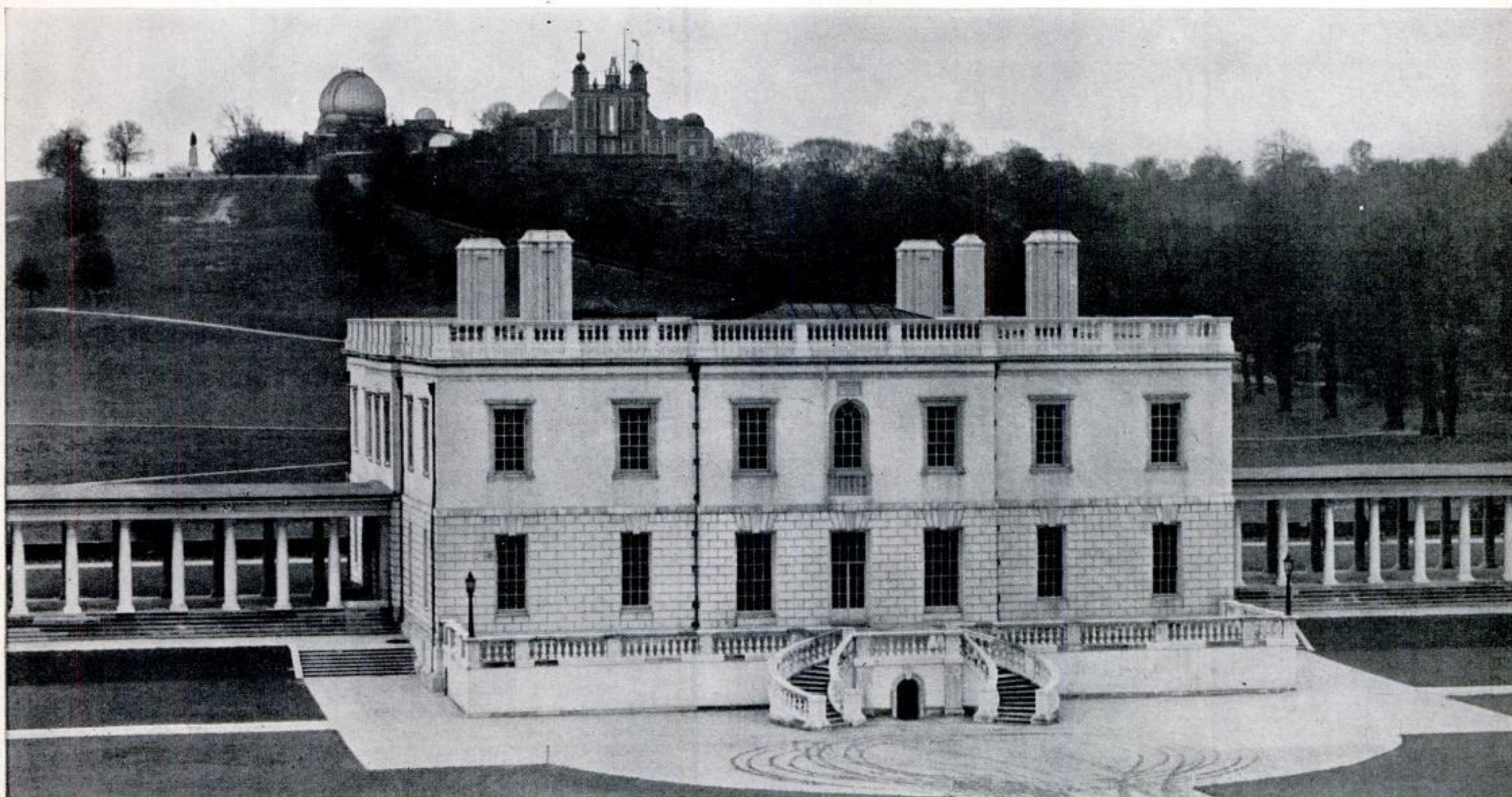


Hamlet used to live here

This is Elsinore in Denmark, scene of Shakespeare's *Hamlet*, which on June 2 was acted in the courtyard by London's Old Vic Company. The only part of the 16th-Century

castle, guarding the entrance to the Baltic Sea, that 10th-Century Hamlet saw was the rampart at the lower right of the castle where the Ghost is supposed to have walked.

AND MEMORIALS TO ENGLAND'S GREAT PAST ON SEA AND LAND



A home for Britain's naval past

This is the central building in Britain's new Maritime Museum at Greenwich, southeast of London, lately opened by King George VI. (The Greenwich Observatory, from

which time is reckoned, is on the hills.) The white building was begun by Inigo Jones in 1618, housed three Stuart queens, now holds relics of British sea greatness up to 1700.



"Old London" at Aldershot Tattoo

An amazing annual piece of British flummery is the Aldershot Tattoo, running this year from June 10 to 19, where ancient British land battles are re-enacted in costume,

gymnasts drill and horse and hound shows are held. Above, against a fake hodge-podge of "Old London" architecture, Guardsmen ride off and the gymnasts march on the field.

THE CAMERA OVERSEAS: CROWN PRINCESS JULIANA ANNOUNCES THE FIRST "WELCOME CONDITION OF

Happiest news of royalty in decades broke on June 15 when Crown Princess Juliana of The Netherlands told Dutchmen on the radio, "I should have liked to attend all the festivities, but for welcome reasons of health which you will understand and approve, I am prevented from doing so." Dutchmen took this to mean that Juliana, 28, was expecting a child—the only one except herself that the unprolific House of Orange has had in 57 years. This news hushed rumors that prim Queen Wilhelmina, who was a beauty in her youth, violently disapproves of Juliana's self-beautification since her marriage Jan. 7, of her drinking, night-clubbing, lipsticking and the extravagance of her new husband Prince Bernhard.



COVENT GARDEN'S MANAGER VOLKEFF TRIES TO AMUSE JULIANA AT LONDON DUTCH LEGATION



A charming Juliana, no longer dumpy, at a British Coronation luncheon in the Dutch Legation in London, charms Lord Nunburnholme, British socialite. She now has a Royal Beautician.



The shrewd, sleepy look of the House of Orange, polite and appraising, is seen on Juliana's face as she turns to Austrian Count Mensdorff. Juliana's mother objects to the glass in her hand.



The crack Dutch cruiser "Java" ferried Crown Princess Juliana (in gray fur coat) and her first lady-in-waiting home to The Netherlands after the British Coronation festivities shown above.



At the officers' mess on the *Java* Crown Princess Juliana, having emerged from the sullen, shy stolidity of her maidenhood, dominates the table talk. Her husband Bernhard is opposite her.

HEALTH'' IN THE HOUSE OF ORANGE IN 29 YEARS



A LONDON CONVERSATIONALIST CLUTCHES HIS ANKLE AND KNOCKS A PILLOW TO THE FLOOR TRYING TO HOLD JULIANA'S INTEREST



A well-groomed lady was The Netherlands' Juliana, shown above with her husband, Prince Bernhard, the two flanked

by the Dutch Minister in London Jonkheer Van Swinderen and his American-born wife, in Dutch Legation in London.



A rear view of Juliana, dancing at her country's London Legation, still showed a trace of plumpness despite her 3-month loss of 23 lb.



Juliana and Bernhard, standing on the Java's quarterdeck on May 22, saw again the familiar dead-flat shoreline of The Netherlands as the cruiser put in at Ymuiden after the Coronation.



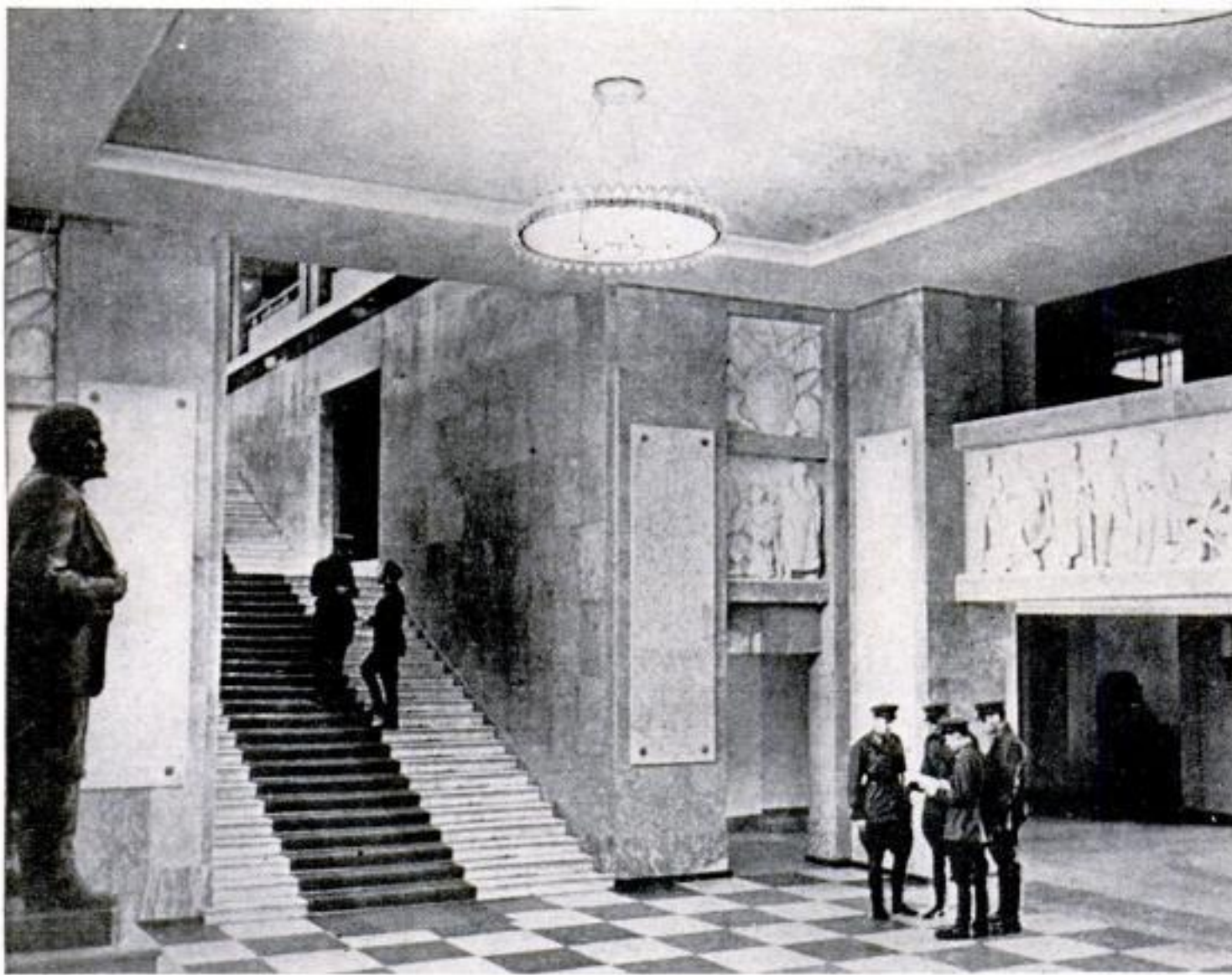
Prince Bernhard had reason to feel he had done better in life than Cousin Ernst, heir of the senior House of Lippe, who on June 5 married a Berlin shopkeeper (above), his second commoner wife.



THE CAMERA OVERSEAS: RUSSIANS TRAIN NEW GENERALS AS FAST AS THEY KILL OLD ONES

The huge factory shown on this page is Soviet Russia's West Point, the Frunze Military Academy near Moscow's Zubovsky Square. The students are picked by the General Staff from the noncommissioned officers and men of the huge Red Army, are then voted on by their comrades. If the vote is favorable, they become "commanders" (equivalent of lieutenants) and advanced students in the Frunze Academy. On June 12 these generals-of-the-future (few do worse than a colonelcy) heard the grim news that eight of their heroes, seven full generals and a marshal, had been executed for treason.

The marshal was Mikhail Nikolaevich Tukhachevsky, onetime vice commissar for defense and one of the greatest practical strategists and tacticians in the Red Army. One of the generals was onetime commandant of the Frunze Military Academy, General Kork. All were of the able, aggressive, imaginative Russian officer class that learned its military lessons in the post-war civil wars. Their real crime was that, as professional soldiers, they had acquired a growing respect and admiration for the German Army. One story was that they had had the effrontery to urge on Russia's Dictator Stalin an alliance with Germany. How good are Red Russia's military brains is one of Europe's most important mysteries but most opinion agrees that they are far better than Tsarist Russia's, possibly the equal of Nazi Germany's.



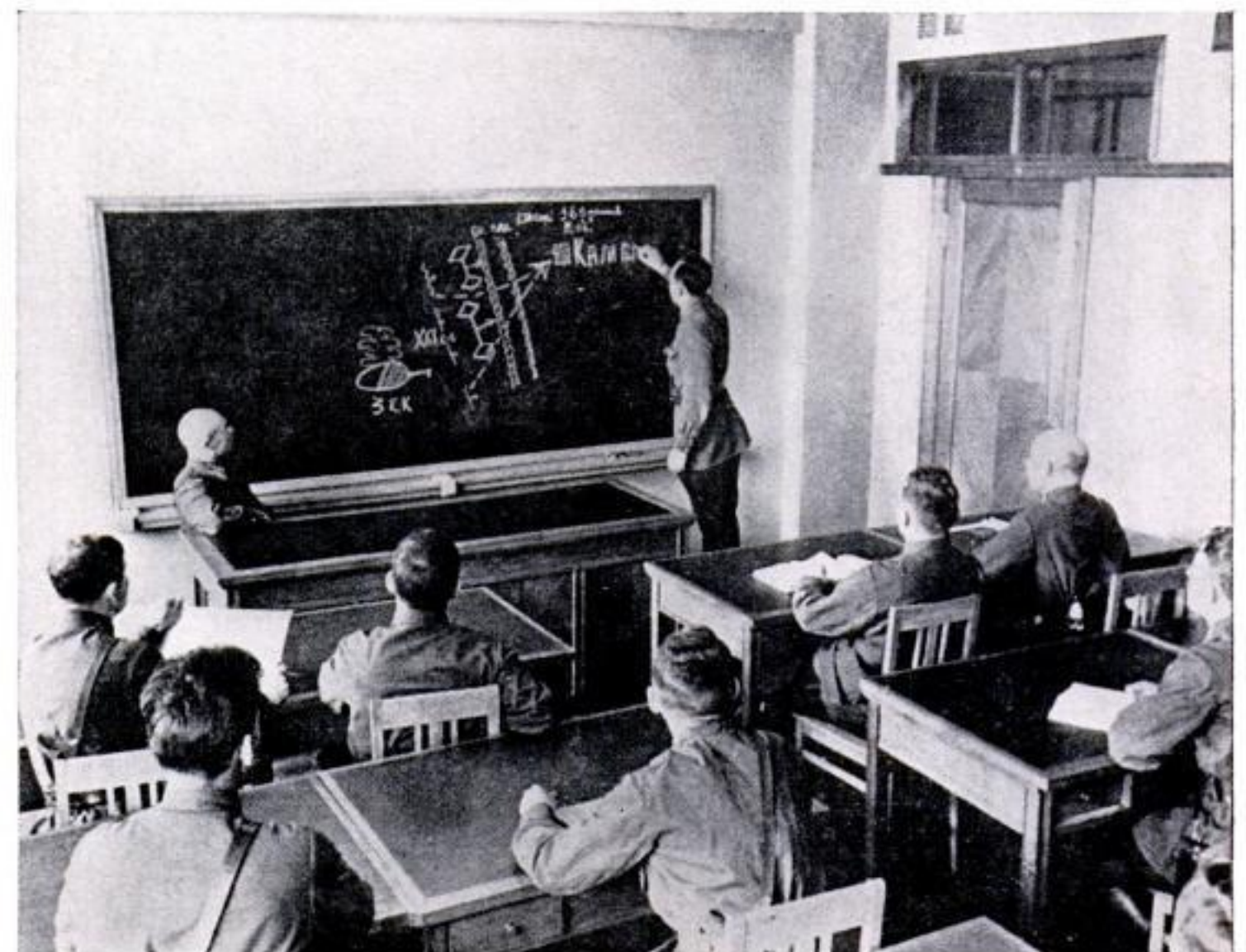
The main lobby of Russia's West Point is decorated with the inevitable statue of Lenin and, on walls, bas-reliefs of great hours in the civil wars that won Russia for Bolsheviks.



The Frunze Military Academy in Moscow, newly finished, is 800 ft. long, with some 400 classrooms, 70 laboratories. At right is a mounted tank commemorating a civil-war battle.



Russian military students, shown above taking an examination, are older than those of other nations because they are chosen for proven ability after several years in the Red Army.



A Red instructor shows the British tactics of the World War battle of Cambrai (spelled with a K on the blackboard) in which the diamonds at left are the War's first tank attack.

"For safety's sake, remember;
THERE IS NO SUCH THING AS A
BLOWOUT PROOF TIRE!"

"—AND I'M TO BLAME!"

THIS is not a pleasant picture. But tomorrow it may be you. You never know when a blowout may catapult your car and your loved ones into a ghastly smash-up. Tomorrow, it may become your lifelong regret that you did not have LifeGuard* Tubes — Goodyear's revolutionary new invention that makes the worst blowout as harmless as a slow leak.

Even when your tire blows wide open this miracle tube retains enough air in its patented "inner tire" to

keep your casing inflated—to keep your car running straight and true. It prevents that sickening lurch that tears the wheel from your helpless hands—it gives you ample time to slow down to a safe easy stop without swerving, *no matter how fast you have been driving!*

LifeGuard Tubes have saved thousands from serious accidents. Don't delay giving your family their sure safety another day — *you can't buy better protection to save your life!*



"My front tire blew out while I was driving to Santa Fe at high speed," writes Tom James, Ranch Manager, Carizozo, New Mexico, "but my car did not swerve an inch. I slowed down... found tire ripped wide open but LifeGuard Tube still held enough air to hold up car. It might have been a fatal accident..."

"I WOULDN'T DRIVE ANOTHER MILE WITHOUT LIFE GUARDS"

GOODYEAR
LifeGuard Tubes

TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire inside the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

**FOR PASSENGER CARS
TRUCKS • BUSES**

*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

BOBBY JONES AND LAWSON LITTLE PHOTOGRAPH THE OPEN

Stop taking it
on the CHIN!



End your
shaving troubles
THIS WAY

Men...there's a *new* way to shave—and it's better! Better because it gives you a shave for *your* particular type of beard and skin. You see—your skin and whiskers tend to be either oily or dry, even if only a little; and each of these two types of skin needs a different shaving cream. That's why we make *two* creams. If your skin and beard are oily, use Mennen *Lather Shave*—it removes excess oil from your beard more quickly, wets your whiskers more *completely*, and cleanses your pores. But, if your skin is dry use Mennen *Brushless*—it *conserves* the *natural* oils of the skin, helps relieve dryness, tautness; and it's a cream, not a grease.

You owe it to yourself to find out which Mennen Cream fits *your* face. Send 10c for the Mennen Skin Tester Kit, containing liberal demonstration sizes of 5 Mennen Products—including both Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men) Address Dept. E-6-28 The Mennen Co., Newark, N. J.



A NEWS CAMERAMAN SNAPS CAMERAMAN LITTLE



Lawson Little's camera caught Ralph Guldahl, the new champion, making a ten-minute broadcast for which he was paid \$500.

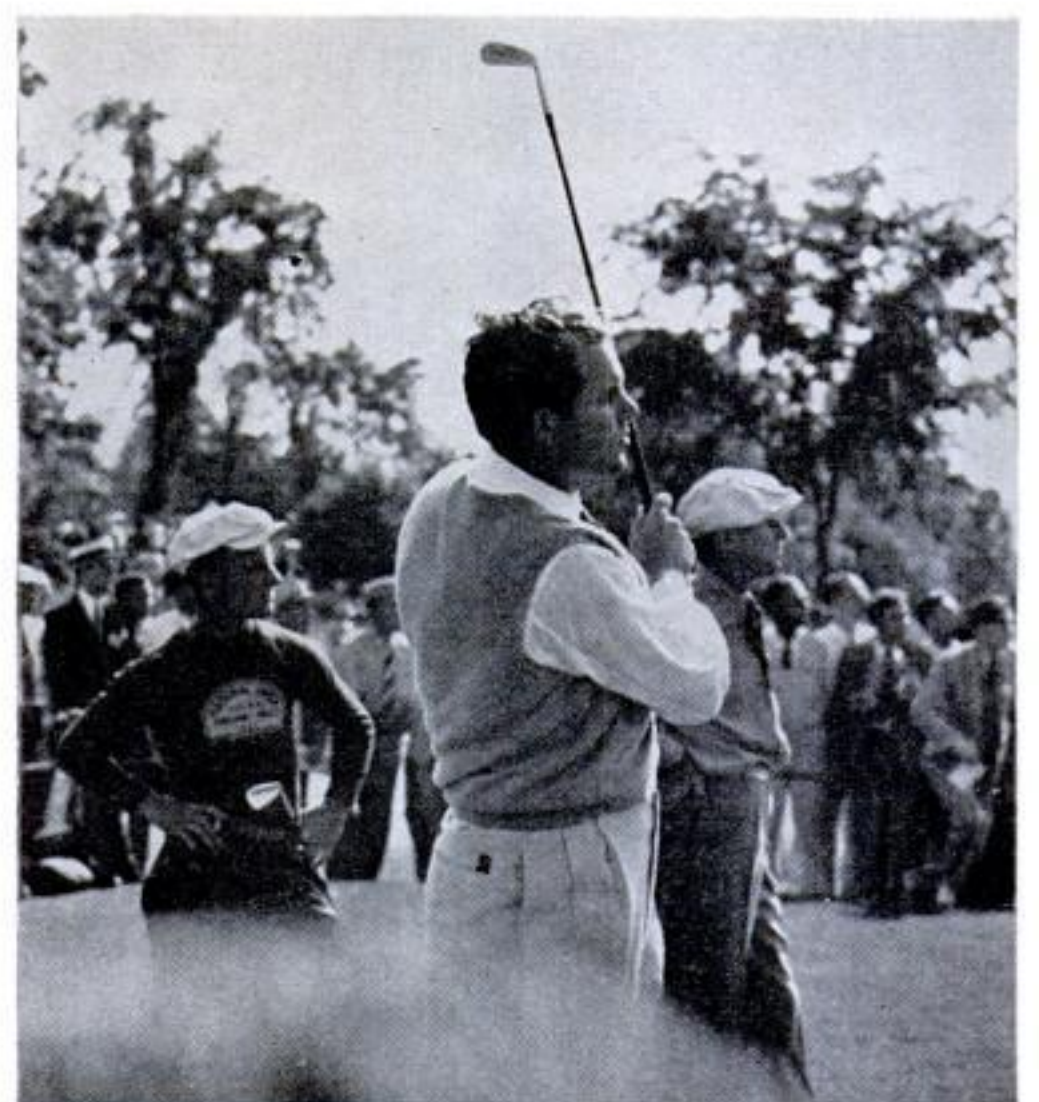


After Guldahl won, Little followed him around. Above is Little's photograph of the new champion with his wife and caddy.

The two greatest ex-amateur golf champions in the U. S. were present at the National Open Golf Tournament in Birmingham, Mich. on June 10-12. Bobby Jones, no longer an active player, spent his time taking pictures with his miniature camera of the contestants. Lawson Little, now a professional, did play in the tournament but not for very long. He followed a mediocre first round of 75 with a deplorable second round of 83 and was promptly eliminated. Not greatly disappointed, Little dropped his golf clubs, picked up his miniature camera and joined Bobby Jones in taking pictures. On this page are two of the photographs Little took at the Open, one of those that Jones took. Jones was, as a rule, more interested in getting action shots than Little. Little had most fun taking pictures of the new champion, Ralph Guldahl, after his victory. Guldahl won the championship with a record score of 281, beating the favorite, Sam Snead, by two strokes.



Lawson Little's golf was poor. He landed in the rough so often (above) that he had a two-round score of 158, was eliminated.



Bobby Jones caught Guldahl playing an iron, a fine picture except for blur at bottom, probably Jones' finger in front of lens.



Maurice Evans as gay young King Richard II, and Ian Keith as Bolingbroke, in the poignant abdication scene from "Richard II"

Maurice Evans and Olive Deering, gifted young actress who plays Richard's Queen.



RICHARD II's

magnificent musical setting is created with a Hammond Organ!

MAURICE EVANS, in his epoch-making production of "Richard II", has set a new precedent in Shakespearean drama—by giving the play an interweaving background of lovely music.

At the suggestion of John Barbirolli, Conductor of the Philharmonic Symphony, the music was scored for the Hammond Organ. The resulting effect was so rich and full, so varied and complete in its beauty, that critics and playgoers have been extravagant in praising it.

In addition to "Richard II", such successes as "The Eternal Road", "Johnny Johnson", and "St. Helena" have also depended on the Hammond Organ for lovely and exotic musical effects. Maurice Evans himself predicts that "the Hammond, because of its perfect flexibility and almost infinite range of tone colors, will be considered indispensable by producers in the theater of tomorrow."

You can have this lovely concert instrument in your living room!

STRINGED instruments, wood-winds, trumpets... a complete orchestra of tone colors is at your fingertips in the miraculous new Hammond Organ.

Easily mastered by anyone who has ever played the piano, the Hammond opens magic new vistas of enjoyment and self-expression. Ever-varied, its tones offer complete escape from monotony—even the simplest melodies take on remarkable richness and depth.

Almost unbelievably, this fine instrument costs no more than a fine piano, will fit comfortably in a small apartment living room!

You'd enjoy hearing the Hammond demonstrated fully—it's a musical experience that you won't soon forget. The Hammond dealer in your city has a competent organist always ready and glad to play for you. See your classified directory... or write to The Hammond Organ, 2961 N. Western Ave., Chicago.

Lionel Hogarth—Ian Keith—Randolph Echols—Maurice Evans—Charles Dalton in the dramatic scene before Flint Castle.

NO LARGER THAN
A WRITING DESK—
EASILY MOVED
AND INSTALLED

The Hammond Organ is based on a wholly new principle—creates exquisite organ tones by electrical impulses. It has no pipes nor reeds. Its console and bench occupy only a four-foot square, and the tone cabinet can be placed anywhere. Two men can easily move the Hammond. It is ready to play when connected to an ordinary electric outlet.



THE HAMMOND ORGAN

\$1250 and up f. o. b. Chicago—slightly higher for large installations

THE HAMMOND IS THE LARGEST SELLING ORGAN IN THE WORLD



"Misfit Blades Made My Face And Neck Sore"

—says Detroit Man

Now Uses Only Gillette Blades in His Gillette Razor

"After shaving, my face and neck would be quite irritated. Then I found that the trouble was MISFIT blades. Now since I've been using genuine Gillette Blades in my Gillette Razor I get a clean shave and my face and neck don't smart or burn."

S. J. Reardon,
10004 Sussex Ave.,
Detroit, Mich.



RETURNS TO GILLETTE BLADES



"After using misfit blades in my razor I switched back to Gillette for cool, clean and comfortable shaves. Now I'm a regular user of Gillette Blades. I find them to be the best."

J. Herbert Hyde, Elmwood, Conn.

Thousands Are Switching to the "All-Gillette" shave

WHEN you use a misfit blade in your Gillette Razor there is likely to be too much or too little exposure of shaving edge. The result is a scratchy, painful shave—or a "spotty" shave which leaves unsightly stubble behind. But why risk these unnecessary discomforts? Play safe by always using a genuine Gillette Blade in your Gillette Razor. These two are made for each other. Designed by the same engineers and produced in the same factory, they fit and work as smoothly together as the parts of a fine watch. Buy a package of genuine Gillette Blades for your Gillette Razor today!



Gillette Blades
Precision-made for the Gillette Razor

Private Lives



Helen Hayes, the actress, who lives in a rambling old house on the Hudson at Nyack, N. Y. with her husband and daughter, recently scored two extra-curricular triumphs. On June 12, hybrid tea roses from her garden took four firsts at a local flower show. Two days later Elmira College gave her an honorary Litt.D. for notable service to the stage.



Heloise Martin, a junior at coeducational Drake University in Des Moines, Iowa, shocked her Alma Mater last winter when she posed in her shower bath for a series of pictures in *College Humor* (LIFE, Mar. 22). Another shot showed her embracing Drake Footballer "Bus" Bergmann. Now Heloise is Mrs. Bergmann and everything is as it should be.



Sidney Horowitz is what Sidney Howard gave as his "legal" name when he and Sinclair Lewis answered a Berlin agent who wanted to produce *Dodsworth* but first requested an affidavit that both authors had 100% Aryan grandparents. In sober fact Mr. Howard has indeed violated Nazi principles since his wife, Walter Damrosch's daughter, is part-Jewish.



Sinclair Levy is what Sinclair Lewis explained was his "legal" name in the letter to the German theatrical agent. "Who knows what ancestors we may have had in the last few hundred years?" Authors Sinclair and Howard wrote. "We are as ignorant of them as even Hitler of his." Mr. Levy and Mr. Horowitz do not expect a reply to their joint letter.



Roberta Jonay, whose real name is Jones, is a 19-year-old dancer whom a friend introduced to Mrs. Roosevelt two years ago when she was studying rhythmic dancing in New York. Last month Mrs. Roosevelt invited Roberta to dance at a White House party for newfolk. When a night-club engagement followed, Mrs. Roosevelt put her up in the White House, lent her a car and chauffeur.



Margaret Montgomery, 27-year-old Chicago nurse, called up her friend John Rockefeller Prentice (grandson), told him she had been kidnapped but would be left unharmed if he came to her for a message. Suspicious, Mr. Prentice had police investigate. They found Miss Montgomery but no abductors. She admitted it was a hoax calculated to restore Mr. Prentice's flagging interest in her.

(continued on p. 84)



Enjoy This Extra Bath
RIGHT NOW - OR
WHEN YOU BUILD



EVERYONE enjoys the healthful "pick up," the genuine cleanliness of bathing in clear running water in a Weisway leak-proof cabinet shower.

Readily adaptable for use by the entire family—from infancy to age—Weisway's exclusive features bring a new sense of luxurious enjoyment to shower bathing. The patented Foot-Grip, No-Slip floor of vitreous porcelain is sanitary and equally safe wet or dry.

Weisway is the MODERN Bath

With a Weisway you can enjoy an extra bathroom right now in your present home, or when you build. Easily, quickly installed in space three feet square or less, Weisways are complete with showerhead valves and drain. No special treatment of building walls or floor required.

Models suitable for summer cottages, simplest or most luxurious homes, as well as institutions and commercial buildings. Mail coupon now for complete information — without obligation.



Good for baby, easy for Mother



Youngsters love a Weisway Bath



Convenient for aged and infirm

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Cabinet Showers

HENRY WEIS MANUFACTURING CO., Inc.
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Gentlemen: Without obligation to me send free book. I am interested in adding bathing facilities in [] present home; [] new home; [] hotel, boat, club, institution; [] industrial.
Name _____
Street _____
City _____ State _____



CHARLES OF LONDON . . . world-famous decorator and furniture authority . . . joins the ranks of Chrysler owners. Says he, "In my opinion, the beautiful 1937 Chrysler is the car of the century . . . a masterpiece by a great master of his craft."

CARTOONIST V. R. SHOEMAKER draws brilliant satires for the Chicago Daily News . . . bubbles with enthusiasm for his Chrysler Royal. "I like pioneers," he says . . . "and Chrysler has always had the good things first. Great brakes . . . great bodies . . . great performance with economy!"



ALMA ARCHER . . . eminent authority on charm and smartness . . . buys her sixth Chrysler. "You don't have to carry a checkbook in your teeth," she says. "My Royal delivers 18 to 24 miles to the gallon without batting an eyelash."

SPEEDWAY EYE-CATCHER! Crowds at Indianapolis Speedway turned and looked when the gleaming chief steward's car went by. A silver-hued Chrysler Imperial, it radiated dash and go . . . looked, indeed, able and ready to go out and compete with the speeders on the track.



TUNE IN ON MAJOR BOWES . . . Millions listen every Thursday . . . 9 to 10:00 P. M., Eastern Daylight Saving Time, on the Columbia Network.

Private Lives (continued)



It's UNDERWOOD that makes it good

Underwood Deviled Ham is just choice ham and spices—nothing else. It's the Underwood way of blending the savor of one with the tang of the other that makes it such a distinctive and delicious spread for sandwiches. (And such an appetizing ingredient for hors d'oeuvres, ham-and-egg dishes, Sunday suppers, etc.).

Underwood's now comes in the new Table Jars as well as the familiar tins. Send 12 cents for a medium size tin, or 25 cents for a Table Jar.

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-28



H. Allen Smith, N. Y. *World-Telegram* staff writer began an interview with Screen Actress Simone Simon thus: "Your reporter walked straight up to her, without so much as a hello and tickled her vigorously." When she objected but did not squeal, he quoted a Hollywood report that she was ticklish. "It depends on who the tickling does," she replied.



Leni Riefenstahl, German movie actress and long a Hitler favorite, ran into a bad social snag when, according to the *Paris Soir*, at a party in Berlin Dr. Goebels, who is touchy about such things, accused her of having non-Aryan grandparents. Stupefied, Leni went home, found her furniture had been piled in a truck by knowing Storm Troopers.



The Rev. Dr. William Norman Guthrie plans to retire as rector of Manhattan's Episcopal Church of St. Mark's-in-the-Bouwerie before September. In his 26 years he has made his church a centre of controversy by sponsoring eurythmic dances, inviting in unorthodox lecturers like Helen Menken and the late Amy Lowell. In 1924, Bishop Manning cut his church off from Episcopal visitation.



W. C. Fields, the comedian, found himself in a serious role when a California doctor sued him for \$12,000 for 25 days treatment when he was desperately ill last year. Fields countersued for \$25,000, claiming recovery was impeded by narcotics prescribed. The judge upheld the doctor who said Mr. Fields' poor health came from too much whisky.



Maria Martinez de Hoz Palmer, an Argentine, had to spend a night on Ellis Island, last year when, returning to the U. S. from Jamaica without ready cash, she was detained as an alien without funds. On June 14, Maria Palmer got a \$475,000 divorce settlement from Chicago's Potter Palmer. Two days later he married Pauline Warren of New York.



The Rev. R. Anderson Jardine, who defied the Church of England by officiating at the Windsor wedding, resigned as vicar of Darlington's St. Paul's Church. Denying that that ceremony had anything to do with it, Mr. Jardine said he would come to the U. S. for two months lecturing. "I have received a bundle of letters from the U. S., all except two containing good wishes," he said.

Sunbeam LIFE Savers



Sunbeam Automatic MIXMASTER
THE BEST FOOD MIXER MADE



It's a pleasure to cook, bake and get the meals on hot summer days with MIXMASTER—the food mixer preferred by over a MILLION enthusiastic owners. Mixmaster is the sturdy, MORE POWERFUL food mixer that's easier-to-use and built-to-last. Only Mixmaster has all such advantages as Full Power automatically maintained on all speeds (Beaters hold the speed you set them for—won't slow down as batter thickens)—big, FULL-MIX beaters for greater aeration, finer results—a choice of colors (ivory-and-green or black-and-white) to fit your own kitchen color scheme.

Sunbeam Automatic DOUBLE IRONMASTER



- Heats quicker—stays hotter—start ironing in 30 seconds.
- Thumb-tip Heat Regulator up in the handle, cool, convenient.

—WITH CLOTHES SPRAYER

And now—a national offer for a limited time only! You get the famous \$8.95 Sunbeam Ironmaster and the \$3.50 Sunbeam Automatic Clothes Sprayer (lays down an even, all-over film of misty moisture at a touch of the finger) BOTH for \$9.95. Also, \$1.00 allowance for your old iron. You pay only \$8.95 for this marvelous Sunbeam Ironing Set at all good dealers in electrical appliances. Here is an ironing combination for faster, easier, better ironing you will appreciate on hot summer days. Finish ironing quicker—feeling fresher.

Doubting Dot Convinces Herself



YOU HAVE A "LUCKY" SHADE, TOO!

Lady Esther has created ten new shades of face powder, the like of which you have never seen before!

One of these will prove your "right" shade—your "lucky" shade! It will do more for you than you have ever known face powder to do.

It will create a new "YOU"—a more

vivid "YOU"—a more youthful "YOU"—a more glamorous "YOU."

This may sound exaggerated to you, but you don't know the magic of face powder color until you try Lady Esther's ten new shades.

She offers to send you all ten, free of charge. Just mail coupon.

(You can paste this on a penny postcard)

(36)

Lady Esther, 2070 Ridge Avenue, Evanston, Illinois

I want to find my "lucky" shade of face powder. Please send me trial size packets of Lady Esther Face Powder in all ten shades to test against my present face powder.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Toronto, Ont.)

U. S. GROOM-OF-THE-YEAR

is fitted for his wedding cutaway

In the days when he made news chiefly by breaking traffic laws, husky Franklin Delano Roosevelt Jr. was a truculently camera-shy youngster who went about smashing cameras and scuffling with photographers. Since he emerged as a prospective principal in the No. 1 U. S. wedding of the year, the public has seen a new Franklin Jr., mellowed by years and love. Now he poses cheerfully for news-cameras even while undergoing the indignities of being fitted for the cutaway he will wear when he marries Ethel du Pont at Christ Church near Greenville, Del. on June 30.

From his semi-swank tailor, Roy-Webb Ltd. of New Haven and New York, the President's third son, 22, ordered a wedding outfit which included, besides the cutaway shown, two gabardine suits, one shetland, one chalk-stripe single-breasted, one chalk-stripe double-breasted, one white dinner jacket.

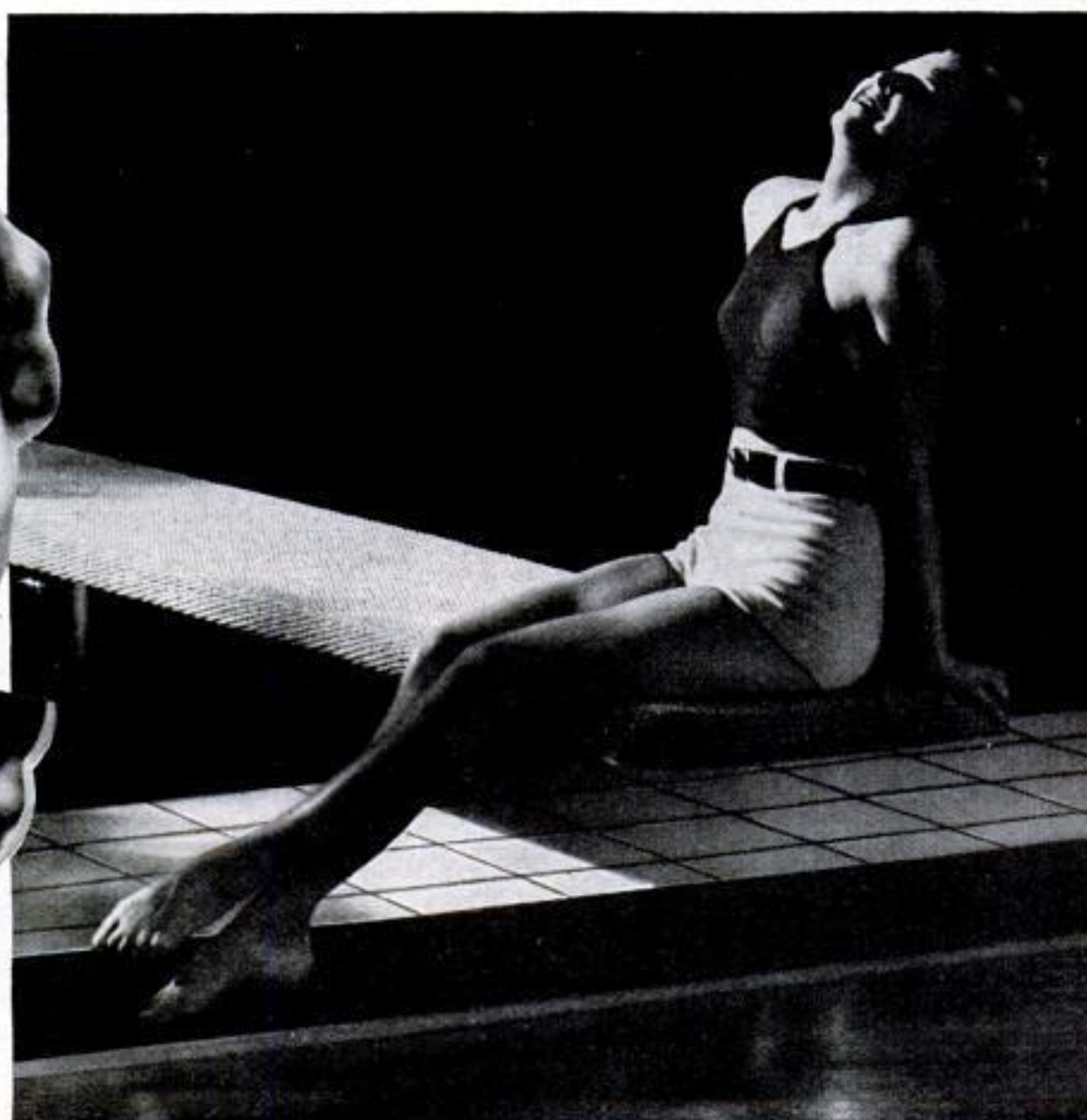


Advertisement

HAVE A "BATHING SUIT" FIGURE MARION TALLEY TELLS HOW



Follow the Hollywood Habit and in no time at all, according to lovely Marion Talley, your bulges will be gone and you'll have the kind of "bathing suit" figure that's so important these summer days. The Hollywood Habit is the reducing method used by so many famous movie stars and here's all there is to it: Eat sensibly. Exercise moderately. Eat Ry-Krisp with every meal.



Lose Pounds...look younger, lovelier Certainly Marion Talley is convincing proof that the Ry-Krisp reducing plan works like a charm. Following this method, Miss Talley has achieved new, radiant slenderness. She now weighs only 107 pounds and admits frankly that she looks and feels years younger. If you want a slim, youthful figure, do as Marion Talley did. Follow this Hollywood Habit and eat Ry-Krisp at every meal.

The Ry-Krisp way is the easiest of all reducing methods, according to Marion Talley, because it requires no drastic changes in the family menu. Everyone from Dad to Junior enjoys eating Ry-Krisp because its hearty, teasing flavor makes any food, any beverage taste better. Crisp, crunchy, delicious, these wholesome whole rye wafers satisfy the appetite without adding pounds to the figure. Start today

Try this tempter! Cherry cluster salad—pear-half covered with cottage cheese, cherries. Serve on lettuce leaf with crunchy Ry-Krisp.



to lose unwanted pounds. Follow the Hollywood Habit and eat Ry-Krisp at every meal. Low in calories, Ry-Krisp is filling but not fattening. Order a package from your grocer today.

All Through Life



Now you, too, can catch and hold life's happiest moments forever imperishable! More than 100,000 people—many who never dreamed they'd be able to afford fine movies—are enjoying that thrill right now with the sensational new UniveX Cine "8"! It's the only lifetime movie camera at the unbelievable price of \$9.95—the only movie camera that uses the amazing 60c UniveX Cine



Film—and takes movies *at less cost than snapshots!**

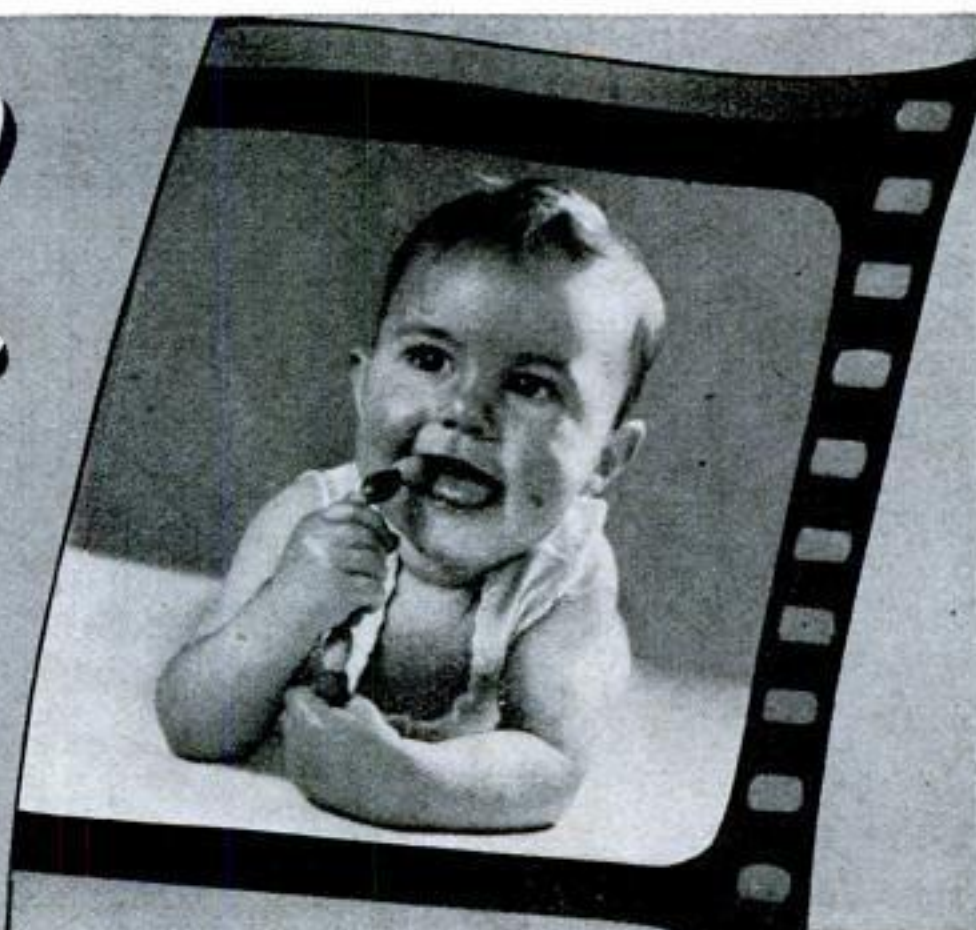
The UniveX Cine "8" is so simple ...so compact...so easy to operate that, with it, anyone can take sharp, brilliant, theatre-quality movies that screen up to 34"x 24".

FREE DEMONSTRATION

Make the coming years doubly enjoyable with the movies you take today. Your dealer will be happy to show you a demonstration of UniveX movies. If you desire descriptive literature address Dept. 43, Universal Camera Corporation (World's Largest Unit-Manufacturers of Cameras) N. Y. C.

**The 30-ft. roll of UniveX Cine Film, which costs only 60c, takes as many scenes as 60 ft. of expensive 16 mm. film.*

CINE "8"
UniveX



The first smile...the first tooth...the first toddling steps, captured and immortalized in your own lifetime UniveX movies.



One cycle finished...a new one begun. The triumphant day of graduation made forever memorable with UniveX.



How better could the wedding day be held forever fresh...forever dear...than in your own sparkling UniveX movies!

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WRITTEN GUARANTEE**



OLD QUAKER'S theme song has a "catchy" tune: "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Dough-Re-Mi To Buy It." It has caught-on for fifty-nine years. That's why folks say, "If it's OLD QUAKER, it's OK!"

Think STRAIGHT... buy STRAIGHT

OLD QUAKER

STRAIGHT WHISKEY

Available in Bourbon or Rye

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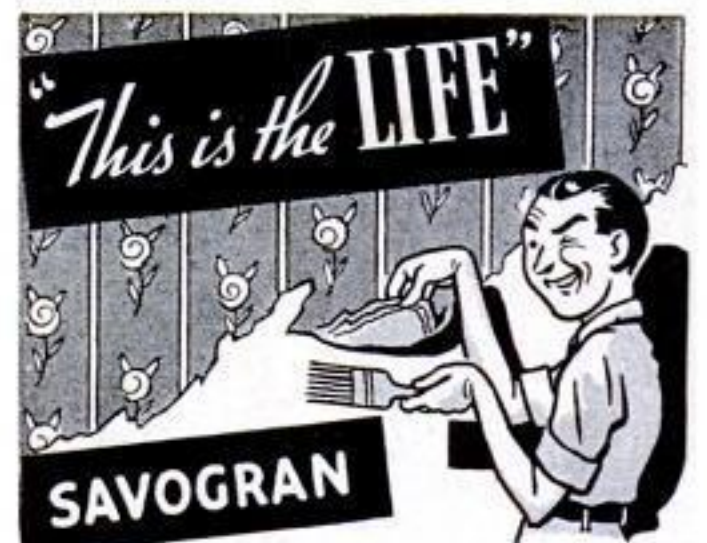


A journalist since he gave up repairing old shoes, selling toothpaste and hair tonic at the University of Mississippi to edit the student weekly, Edward Lipscomb entered the newspaper field soon after graduating from college. His supplementary interest in photography inspired him, in 1934, to install the first newspaper engraving plant in Mississippi. Currently he devotes his attention to writing a widely-circulated weekly column, publicizing Mississippi his home State (he is Director of the Mississippi Advertising Commission) and, in his spare time, taking such fine pictures as those of the Confederate Veterans' reunion in Jackson shown in this issue on pages 45-46.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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- 23—MCLAUGHLIN-AERO DIGEST
- 24—W. W.—MCLAUGHLIN-AERO DIGEST—MARGARET BOURKE-WHITE
- 25—BERMUDA NEWS BUREAU
- 26—INT., BERNARD HOFFMAN, INT.—CLYDE H. SUNDERLAND—BEN D. GROSS (2), A. P.
- 27—AMERICAN MUSEUM OF NATURAL HISTORY
- 28—A. P.
- 29—A. P. (2), W. W.—A. P., ACME—W. W., A. P., INT.
- 30, 31—UNIVERSAL PICTURES
- 32—TORREL KORLING
- 33—BOBBITT
- 34—BERNARD HOFFMAN, HAAS from EUR., A. P.—BERNARD HOFFMAN, SCHALL-FIX, BERNARD HOFFMAN, ATLAS PHOTOS—BERNARD HOFFMAN—EUR. (3), ACME
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- 40—W. W. exc. i. r. ACME
- 41, 42, 43—FERNAND BOURGES
- 45, 46—EDWARD LIPSCOMB
- 48—A. P.
- 50—A. P.—W. W., P. I.—CARL M. MYDANS
- 54, 55—VANDAMM STUDIO
- 56—ALFREDO VALENTE
- 58, 60—A. P.
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- 74—A. P.—P. I.
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- 82—A. P.—A. P., ACME—ACME
- 84—ACME, A. P.—MARTIN MUNKÁCSI, W. W.—(C) U. & U., P. I.
- 86—INT.
- 88—EDWARD L. LIPSCOMB
- 92, 93, 94, 96—ROBLEY D. SNIVELY JR.

ABBREVIATIONS: BOT., BOTTOM; (C), COPY-RIGHT; CEN., CENTRE; EXC., EXCEPT; R., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.



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Soaks off WALLPAPER
in Half the Time!

Save time . . . money and work! New—exclusive SAVOGRAN product. Just dissolve in water. Brush (or spray) on walls. Instantly penetrates down to plaster. Layers of old paper come off easily. One package enough for average room. Harmless as water. Old methods . . . slow, expensive. SAVOGRAN twice as fast—fraction of cost.



Left—solution. Right—water. Crumpled ball of wallpaper dropped into each liquid at same time. Solution penetrated—sank paper almost instantly. Paper on water still floating 16 hrs. after photo was taken.

THE SAVOGRAN COMPANY
11 INDIA WHARF, BOSTON, MASS.

Other famous SAVOGRAN products are Heavy Duty Cleaner; Crack Filler; Remover & Bleacher (for floors); Wood Putty; and Paint Brush Cleaner.

At hardware, paint and wallpaper stores—
or write direct.

Only **15¢** pkg.



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WALLPAPER REMOVER
PATENT APPLIED FOR

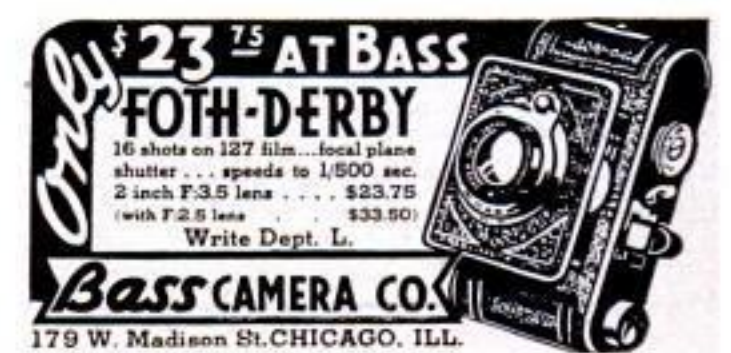
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try this
NEW
Salt
Discovery



See how much brighter your teeth become . . . Gums made firm and healthy . . . Mouth delightfully refreshed . . . with Worcester Salt Tooth Paste. U. S. Pat. 1968858. Write for free sample: Worcester Salt Co., Dept. 103, 40 Worth St., New York City.

Worcester Salt
Toothpaste



5 YEARS AHEAD OF ITS TIME



Displayed for the first time at the Great Lakes Exposition, Cleveland.

THE MOST BEAUTIFUL TRUCK IN THE WORLD

You get thirsty just looking at this glistening red and black, gold leaf decorated White Truck that will soon roll Canadian highways for John Labatt Limited, London, one of the oldest breweries in Canada.

Unquestionably it is the most beautiful truck ever designed. Five years ahead of its time, it is a truck that embodies every element of modernistic streamline style.

But what practical value has streamline design beyond that of lending "full dress" to trucks and tractors? On ordinary long-haul runs does it effect any advantage over trucks of conventional design?

To answer these questions let us consider the experience of Labatt's, who told White a year ago they wanted the greatest beauty and advanced styling it was possible to build into a truck.

Result: Styled by Alexis de Sakhnoffsky, this revolutionary truck was a sensation at the White exhibit at the Great Lakes Exposition last summer and an equal sensation later in Canada.

Resulting result: Labatt's recently ordered a fleet of White "Cab-Over-Engine" Models styled by Sakhnoffsky, even more streamlined than the original. The huge tractor semi-trailer shown is now on display in the White exhibit at the 1937 Exposition. The "C. O. E." design lends itself even more to stream-

line style than ordinary cabs, with the result that this latest White unit is considered at least five years ahead of the times.

"When we first decided a year ago on streamline design," a Labatt official says enthusiastically, "well-wishers warned us that it would cost too much money, that it was a luxury without any practical value. On the contrary, streamlining our trucks has brought increased efficiency, astounding low-cost operation, untold advertising value, and a greater prestige to Labatt's. Streamline design is now a vital cog in our transportation system."

The final tribute comes from Labatt's drivers who would rather drive the White streamlined units than any other because of the low center of gravity and subsequent ease of handling and comfort.

Whites long have been favorites with Labatt's who depend mainly upon motor trucks for delivering their products. They operate 60 Whites of which nearly a score have 500,000 mile records and are still in good mechanical condition.

THE WHITE MOTOR COMPANY • CLEVELAND, OHIO
In Canada: The White Company, Limited

**WHITE PIONEERED STREAMLINING IN TRUCKS AND NOW
BUILDS A TRUCK AND COACH FOR EVERY TRANSPORTATION
NEED AT A PRICE WITHIN THE REACH OF EVERY OPERATOR**

See how little it costs you now to travel safely, in comfort, by

The LOWER BERTH →

"Tuck me into a Pullman lower and I'm the happiest girl alive," says **Kay Campbell**, radio artist. Miss Campbell calls her journeys "Pullman Pilgrimages"—and writes appreciatively of Pullman service. Like the majority of all Pullman travelers, her preference is for the comfortable lower berth (illustrated at right). When she makes a typical overnight trip, it costs her only \$2.50.



← The SECTION

"I wonder if folks realize how economically they can enjoy Pullman comfort," says **Tom Walsh** of Quaker Lace Co. Mr. Walsh likes the Single Occupancy Section (illustrated left above). He has the space of both upper and lower berths, with only the lower made into a bed at night, giving added privacy and with extra room to dress. During the day both seats of the section are his. On one of his typical overnight trips, the Single Occupancy Section costs Mr. Walsh only \$1 more than the lower.

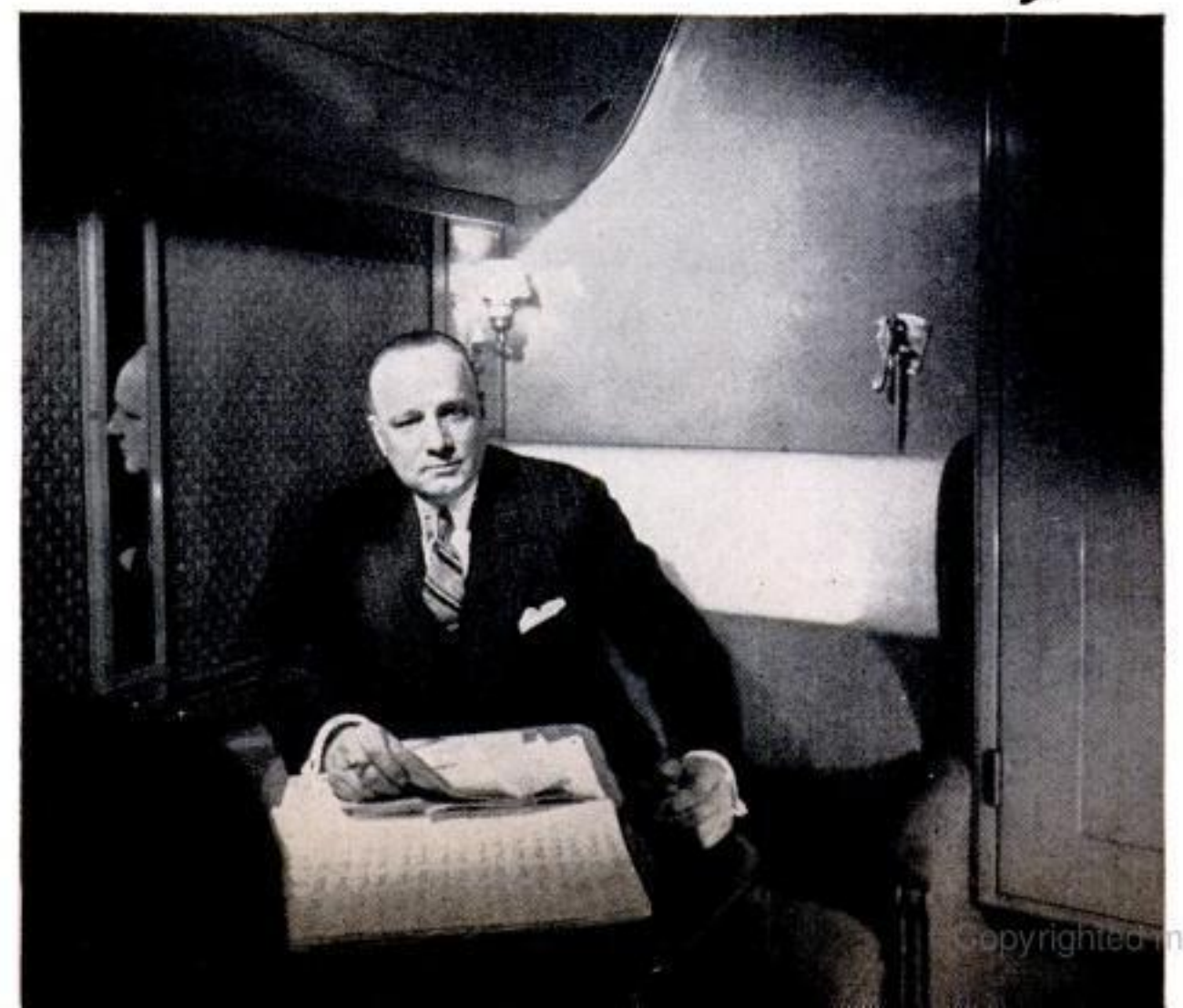
The COMPARTMENT

"Alone, or with a business associate, the Pullman compartment is my rolling office," says **Mr. B. E. Henderson**, Pres., Household Finance Corp. This accommodation is a spacious private room with upper and lower berths, private lavatory and toilet. When Mr. Henderson makes one of his usual overnight trips alone the Compartment (illustrated below) costs him \$5. When an associate goes along this Compartment costs \$7—only \$3.50 each.



← The DRAWING ROOM

"We think travel by Pullman is the best kind of rest and relaxation," declares **Audrey McGrath**, who, with her traveling companion, **Gladys Reinhart**, prefers the Drawing Room (illustrated at left). Upper and lower berths and full-length lounge, with private toilet and lavatory in a separate annex. For two, an overnight journey costs \$9 or \$4.50 each; one, \$6.25.



Pullman

HERE ARE EXAMPLES OF THE LOW COST OF PULLMAN ACCOMMODATIONS

About one-half of those who use Pullman cars during the course of a year travel between places where the lower berth rate is \$2.50 or less. A \$2.50 lower berth rate covers a typical overnight journey—about 300 miles. These pages picture and indicate to you the cost of each of the various types of Pullman accommodations for such a typical overnight journey.

For longer trips, of course, the rates are correspondingly higher, but the ones quoted will give you an idea of

the relatively low cost of Pullman service. Pullman accommodations may be purchased by passengers holding transportation tickets required by the railroad company. The rates shown on these two pages are Pullman charges only and do not include the cost of railroad transportation tickets. Your ticket agent or The Pullman Company will gladly quote

rates on available accommodations for your next journey.

Where "tourist" cars are operated, berth and section accommodations are available at rates approximately half those charged between the same places in "standard" cars.

THE PULLMAN COMPANY
CHICAGO

Taking a 500-Mile Overnight Trip?

Your Pullman accommodation would cost about	
Lower Berth	\$2.50
Upper Berth	2.00
Single Occupancy Section	3.50
Bedroom for one, \$4.50; for two, each . . .	2.50
Compartment for one, \$5.00; for two, each . .	2.50
Drawing Room for one, \$6.25; for two, each .	4.50

(Railroad fare is in addition to these rates)

All testimonial statements in this advertisement were furnished without compensation



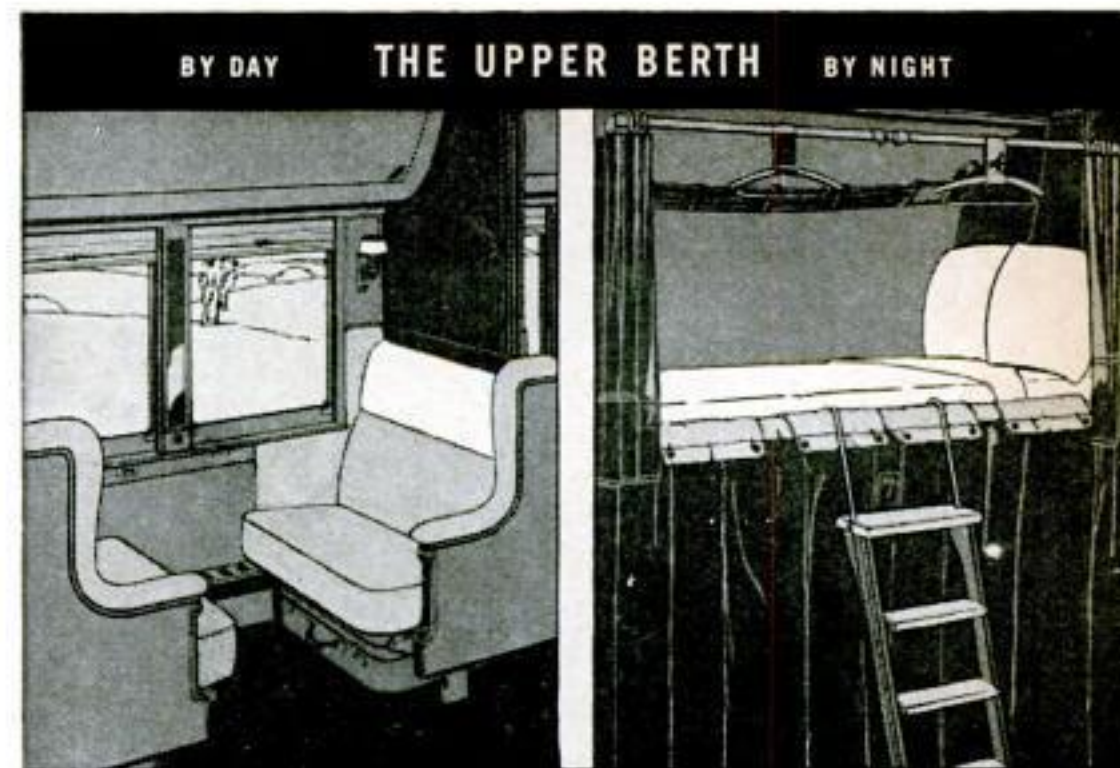
The BEDROOM ↗

"Think of having a private room while traveling—it's just like home to us," declare **Madeleine Shannon** and her friend **Linda Yale**. Their favorite Pullman accommodation is the Bedroom (illustrated above), with desk, lavatory and toilet. A comfortable sofa, with concealed upper berth above, become commodious beds at night. When Miss Shannon goes on an overnight journey, the Bedroom costs \$4.50. When Miss Yale is along, the price of the room is \$5, or \$2.50 each.

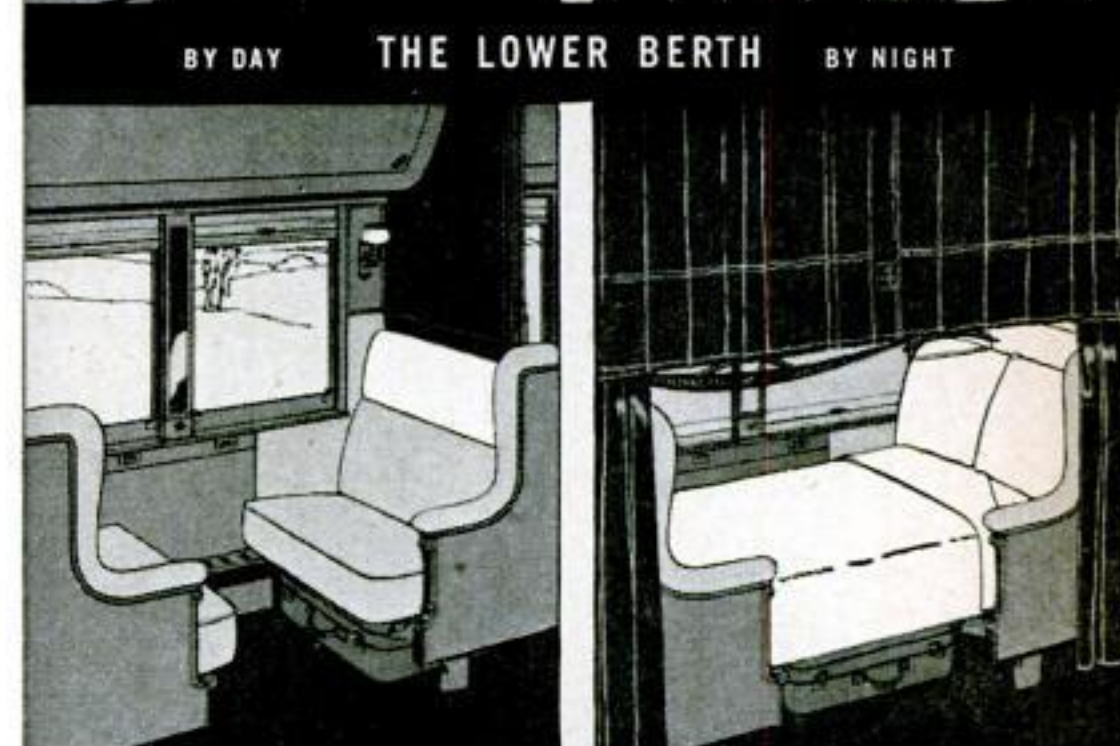


The UPPER BERTH

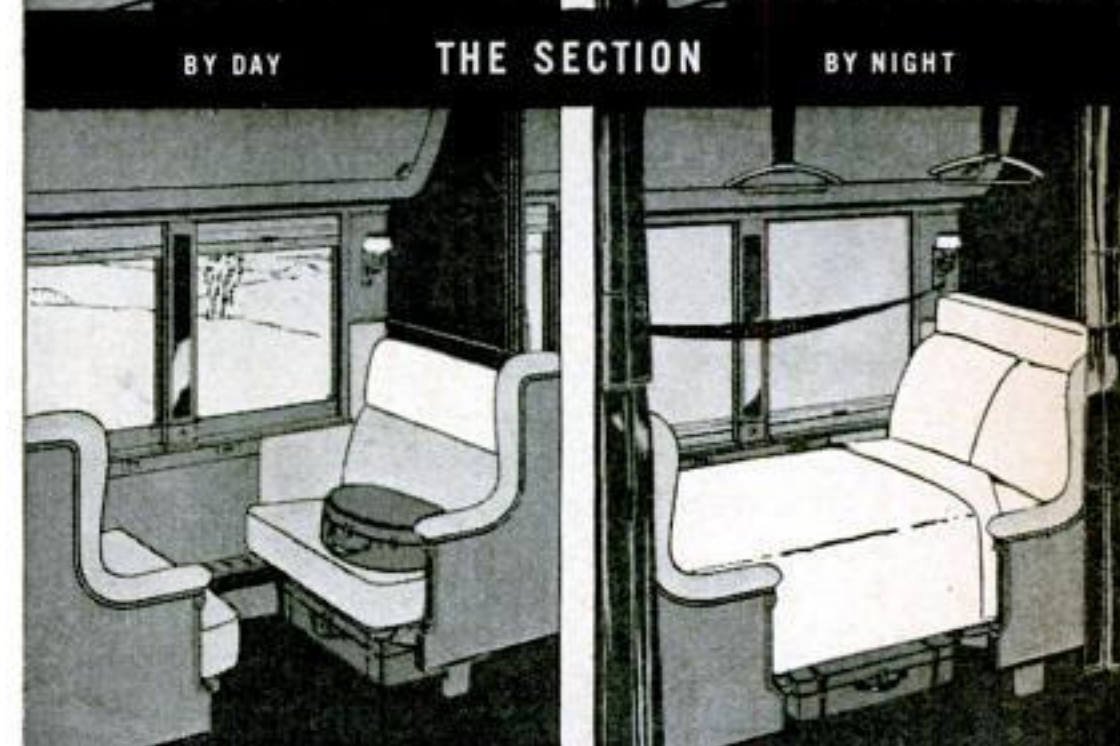
"I've got to get plenty of sleep at night," says **Miss Helen Reese**, actress. "And I sure get it on a Pullman when I am on tour." Miss Reese always takes an upper (illustrated below). That's the accommodation she prefers. Miss Reese's upper berth costs her \$2 for her usual overnight trip—20% less than she would pay for a lower for the same trip.



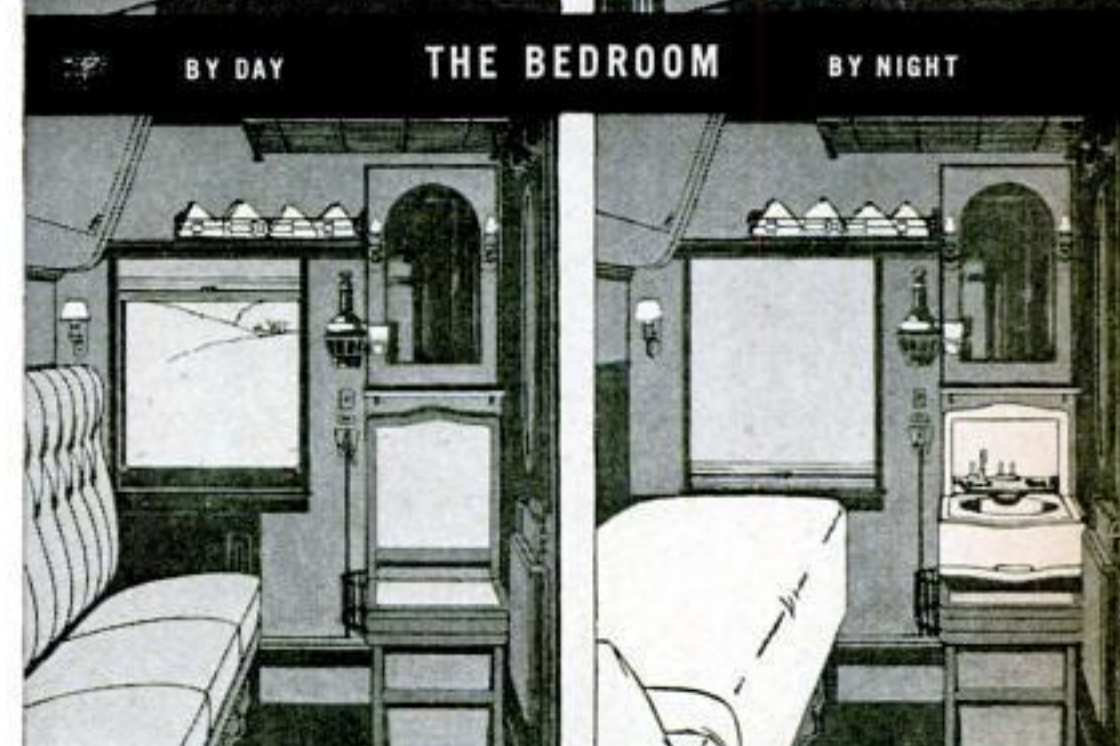
BY DAY THE UPPER BERTH BY NIGHT



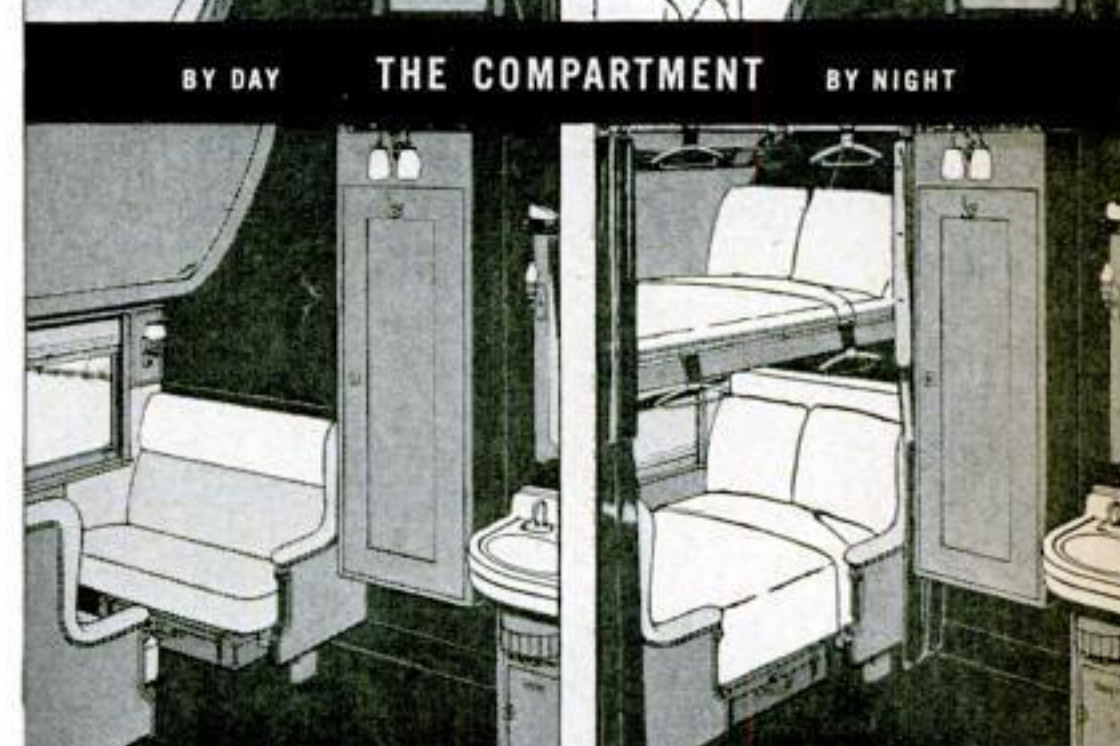
BY DAY THE LOWER BERTH BY NIGHT



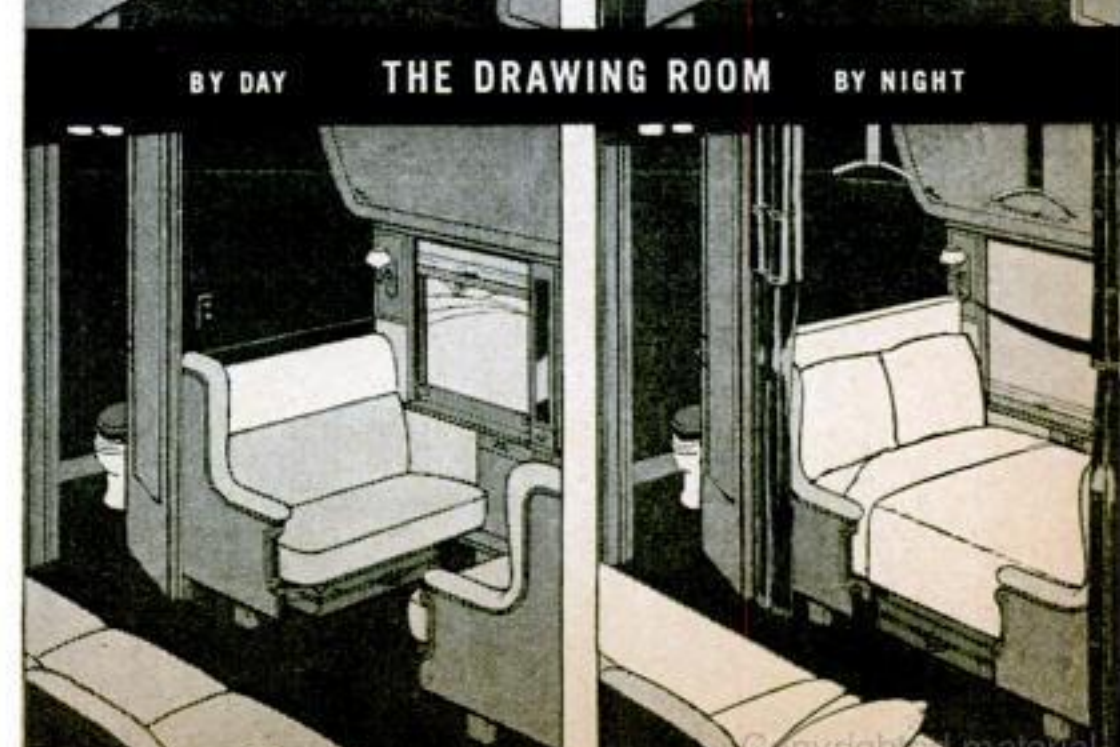
BY DAY THE SECTION BY NIGHT



BY DAY THE BEDROOM BY NIGHT



BY DAY THE COMPARTMENT BY NIGHT



BY DAY THE DRAWING ROOM BY NIGHT

Life Goes to a Party

with some teen-year-olds at a famous old tavern in Deerfield, Mass. where the Bement School is holding its Spring Dance

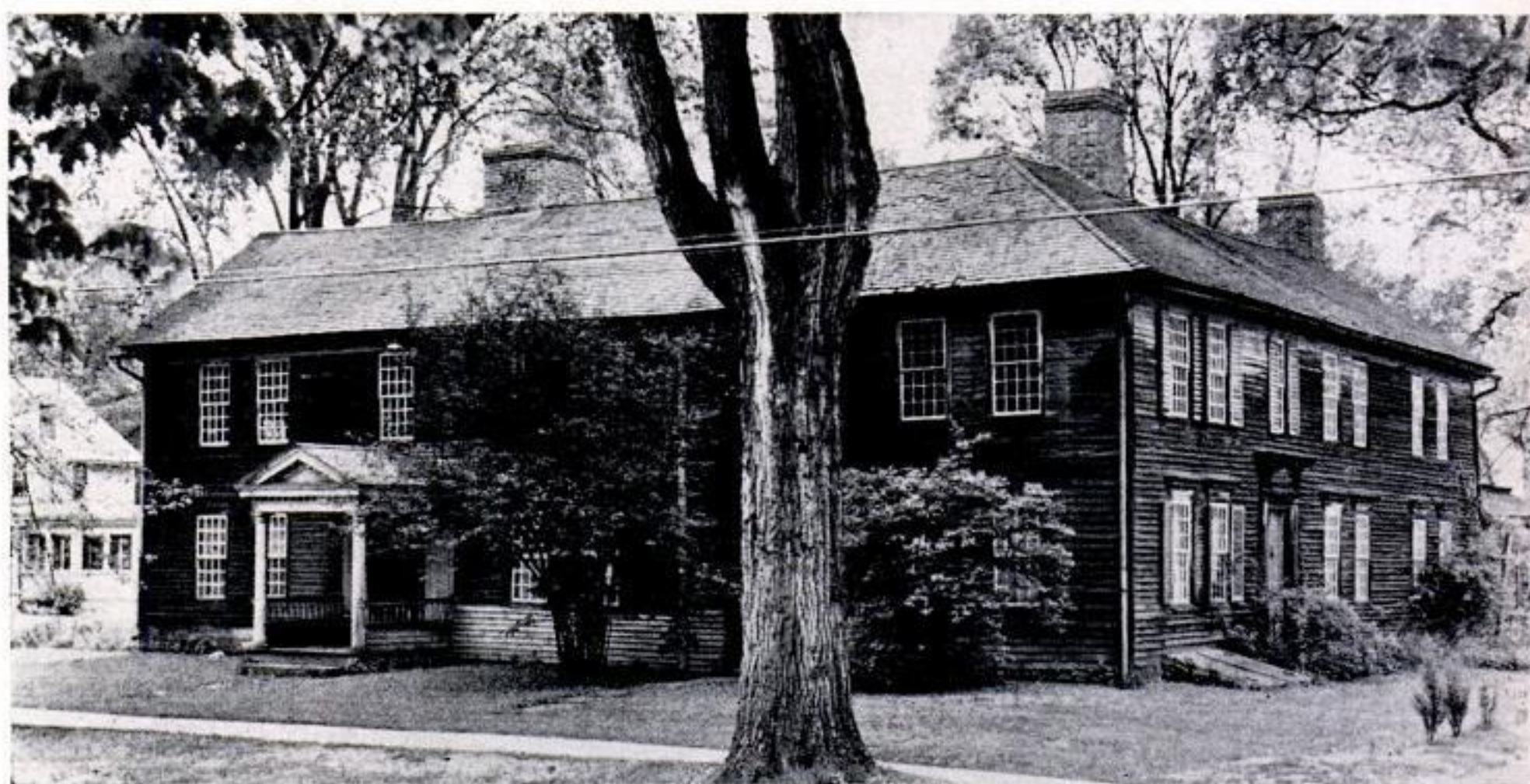


These fat candles, set in hand-hammered sconces, were part of the fifty or more which provided Frary House's only illumination for the Bement School dance. Only house in Deerfield which dates back to the Indian Stockade, Frary House has never in all its 248 years been wired for electricity.

An early frame building is Deerfield's Frary House, miraculously untouched when Indians burned the town in 1704. The Bement dance was held in the 20 by 45-ft. second-story ballroom (three windows at extreme right). The main candelabra below is originally from Ethan Allen's home.

Notable for its lovely old New England homes, some 20 of which have stood since before the Revolution, Deerfield, Mass. is famous also for its schools—Deerfield Academy, a crack prep school; the Eaglebrook School, for younger boys; and the Bement School, for boys and girls under 15. Last month Bement's 53 children, together with a dozen extra stags recruited from Eaglebrook, held their Spring Dance in the ballroom of Deerfield's historic Frary House. Built in 1689 (note date on chimney

below), Frary House alone survived the burning of the town by Indians in the famous Deerfield Massacre of 1704. Originally a tavern but long in the family of Abigail Catlin who allowed the school to use it, this old house is seldom open nowadays. Like the youngest generation elsewhere, Bement children step out socially much sooner than their elders did. These youngsters in their early teens or under behave with a mature grace and charm which belie their first long trousers and floor-length party dresses.





Deerfield's Bement School is a coeducational day and boarding school which takes children of from 4 to 15 from kindergarten through grammar school. Established in 1925 by its present principal, Mrs. Lewis D. Bement, it is a wisely progressive institution where more importance is attached to subjects than to grades and where definite training is given in the intelligent use of leisure time. In line with its informal emphasis on life's graces, it has a dance every two months, furnishes its pupils with dancing lessons. Small Bement boys who in another era would have been awkward or rebellious are polished ballroom performers. Of its 58 students, 20 are boarders, many from New England families who can afford its \$1,500 tuition and living fees. No attempt is made to segregate the sexes who live like brother and sisters in the dormitories. Above, two saxophonists play in the old fiddlers' balcony.



Seconds on cookies is thoroughly enjoyed by these Bement students who cheerfully desert the ballroom floor for such goodies. Left to right: Jeff Avirett, whose father is head of Deerfield Academy's history department; Alice Blanding, Kee Spruyt, and Helen Hackett.



The stag line, swelled by twelve boys from Deerfield's Eaglebrook School, was anything but backward about cutting in. The little girl at the right is Ann Chase, daughter of Eaglebrook's headmaster. How she got into the stag line no one at the party could explain.

**YOU
THINK
YOU'RE
SO
MASCU-
LINE**



Don Herold Says:

Maybe you're just a big coward

We men sometimes make me laugh.

We're such little boys about some things.

We'll brag more, fight more, drink more and swear more than we want to, just to be big, strong MALES.

We're still scared stiff that somebody will think we're sissy. THAT is perhaps our biggest cowardice.

And that is how some of us still are about Mum. We think that to use Mum might be too "dainty." Goodness knows, no man really wants to give the offense that Mum is made to prevent (perspiration odor, my hearties).

Mum is a pleasant, harmless cream which kills perspiration odor all day without interfering with perspiration itself. Two dabs under-arm each morning will do the trick.

"Two dabs, huh?" All right, put it on with a jackknife, if you want to!

Women have used Mum for years. Perhaps you think that's against it from our angle.

**I'LL USE IT
IF I WANT
TO-AND
I WANT TO**



But think with your head. Is there any reason why we men should have the exclusive right to give off a perspiration aura? 1000 times no.

Thousands of men now use Mum. (Many also use touches to the feet to keep hose and shoe linings fresh.)

Don't be a scaredy-cat. Take a try at this Mum thing. Be brave and start by sending for a free sample to Bristol-Myers, Inc., Dept. Q2-67, 630-A Fifth Avenue, New York City. Nobody will know if you do; many may know if you don't.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



Life's Party (continued)

Deerfield School children hold dance in former tavern



First glimpse of Frary Hall is had by the Bement children. Despite their youth, they behaved with adult dignity and composure as they swished in new party frocks.



First party dress for Barbara Lambert.



First party corsage for Barbara Lambert.



A last-minute primp is indulged in by these Bement School partygoers in a girl's room which is romantically embellished by a picture of beautiful Robert Taylor.



A land of glamour on cool Pacific shores . . . tropical loveliness with blankets at night . . . old Missions, symphonies under the stars, summer racing, deep-sea fishing, golf at the water's edge . . . vacation time at **SAN DIEGO**.

Go West this summer, keep cool and enjoy to the full a sheer shift in environment at **SAN DIEGO**, where California began and Mexico begins.

FREE BOOKLET on request
Address Dept. 37 JY
San-Diego California Club



NEW ELECTRIC FAN with RUBBER BLADES



Can't injure even a baby's fingers

No more danger from whirling fan blades. New **Safe-flex** fan has soft, flexible, moulded-rubber blades—can't injure; can't maim. Yet gives 30% more breeze. Smarter looking, too . . . no wire cage.

STANDARD Home and Office Model
10-in. fan; delivers powerful breeze at little cost. Walnut and French plate finish. (Deluxe model, ivory finish, \$8.95.)

All-Purpose SAFE-FLEX

Pins on wall.
Clamps anywhere.
Stands anywhere.

6" blades yet gives more breeze than \$3.95 ordinary 8-in. fans.

Air Cool Your Car
in summer traffic jams—while parking. **Safe-flex Auto Fan** also removes steam from windshield, defrosts in winter.

SAMSON
Safe-flex FANS

© 1937 SAMSON UNITED CORP., Rochester, N. Y.

GRAFLEX

Graflex Cameras get pictures into Life because they put life into pictures. You, too, when Graflex-equipped, can take prize-winning photos. Send for **FREE** catalog. Dept. L-13, Folmer Graflex Corporation, Rochester, N. Y., U. S. A.

PRIZE-WINNING CAMERAS

like icy "tall" ones?



make your next drink
GREEN RIVER



Trade Mark Reg. U. S. Pat. Off.

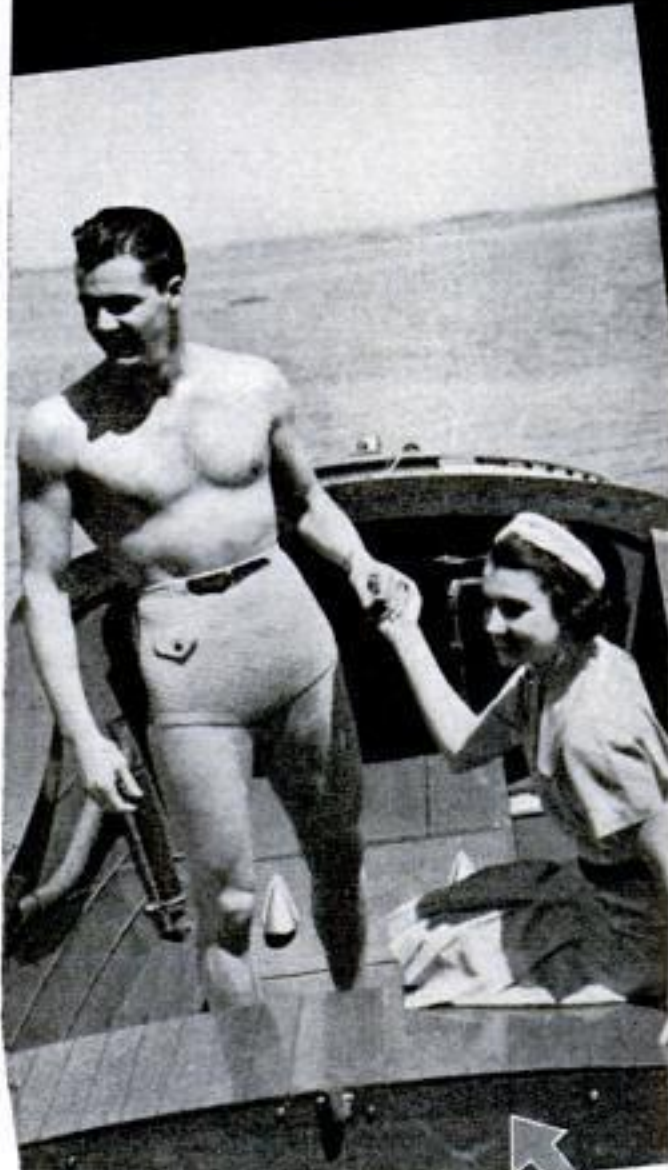
BLENDED WHISKEY — THE WHISKEY WITHOUT REGRETS

90 Proof . . . the straight whiskies in this product are 1 year or more old, 25% straight whiskey, 75% grain neutral spirits; 15% straight whiskey, 1 year old, 10% straight whiskey, 8 years old.

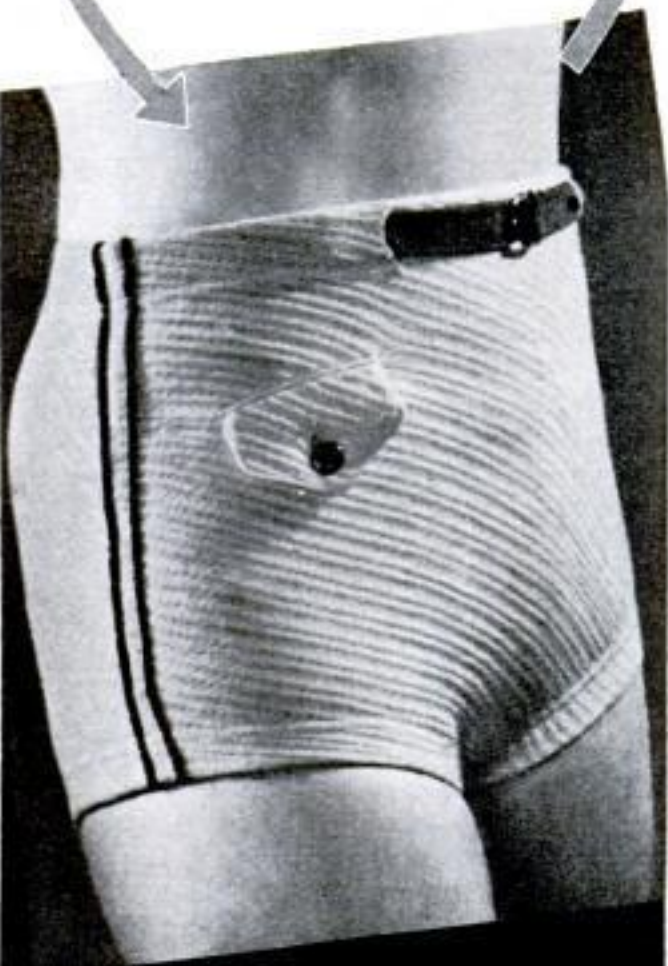
OLDTYME DISTILLERS, INC., New York, N. Y. . . . Distilleries located at Maryland, Kentucky and New Jersey

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From Maine to California—the champion swimmer and beach-comber say, "It's the Snugger this year!" They're right—for Bradley has brought a NEW freedom and comfort to swimming trunks.



The Snugger
BY
BRADLEY



The Bradley Snugger is equipped with the famous "Bike" suspensory. Free hanging, this Bradley innovation is a suspensory—not a shield. No matter how active the wearer, the suspensory will never change position. Try it—it's great!

SLIP INTO A BRADLEY AND OUT-OF-DOORS

Life's Party *(continued)*

Frary House dance means ice cream and strawberries



Dance supper of ice cream, crushed strawberries and cookies was consumed by the younger Bement School boys and girls—those under 12—in time for an 8:30 p.m. departure, shown below. Discrepancy in attire is due to the fact that the children were allowed to wear anything they wanted to the dance at Frary House. The older students were permitted to keep on dancing and eating until 10:30 p.m.



LORRAINE
Shir-O-Shakkar

**WASHABLE
NECKWEAR**

"What do you mean—washable?"

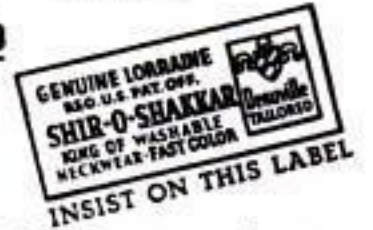
Just this: whether you put it in the family wash or send it to the laundry, a Lorraine Shir-O-Shakkar will come back looking like new!

In a wide selection of good looking patterns and smart weaves!

One word of warning: be sure it's a genuine Lorraine Shir-O-Shakkar—the tie that made wash ties fashionable!

35¢

3 for \$1.00



If your dealer cannot supply you, write:
A. SCHRETER & SONS, INC.
BALTIMORE • MARYLAND

AQUA VELVA
SURE PUTS THE
FINISHING
TOUCH ON
MY MORNING
SHAVE!

SAYS
FRANK CROSETTI
Great Yankee Shortstop

ASTRINGENT ACTION CLOSES PORES IN SKIN... FIGHTS OFF PIMPLES, SORE SPOTS

SOAP and warm water open wide the sensitive skin pores. Dirt settling in these open pores often causes skin irritations.

Use a dash of Aqua Velva after every shave. Its soothing action pulls pores together. Helps prevent sore spots. Conserves the natural moisture of your skin. Leaves it smooth, free from blemishes.



**FREE
OFFER**

Good only in
U. S. A.

The J. B. Williams Company, Dept. L-13,
Glastonbury, Conn., U. S. A. Please send
me a trial bottle of Aqua Velva, the world's
largest selling after-shaving preparation.

Name _____

Street & No. _____

City & State _____

JOAN BLONDELL, Starred in Warner Bros.-Mervyn Le Roy Production "THE KING AND THE CHORUS GIRL"

BOTH HAVE

Rhythm

**AND PERFECT
PERFORMANCE**



The world applauds the perfect performance. Perfect performances don't "just happen." For twenty-five years, the Electric Auto-Lite Company has been the foremost builder of Starting, Lighting and Ignition systems for the leading motor cars of America. . . . With this record of knowledge and experience, Auto-Lite engineers now introduce the perfected spark plug

—the final link in perfect ignition performance—the Auto-Lite Spark Plug, Ignition Engineered by Ignition Engineers. Now you can get the most out of motor-ing—Greater Economy, Increased Acceleration and —Perfect Performance. Replace with Auto-Lite Spark Plugs today. Merchandising Division, The Auto-Lite Company, Toledo, Ohio.

**AUTO-LITE
SPARK PLUGS**

Ignition Engineered by Ignition Engineers



TO LOVE, HONOR... AND

protect



The thoughtful car owner today buys his tires on the basis of the protection they provide for himself and others. The General Dual 10 is a truly remarkable tire. It is as silent as a bird in flight. It will stop a car quicker at 60 in the rain than you have been accustomed to stop at 50 in dry weather. Because of the patented low pressure construction it provides the greatest possible protection from blow-outs. These exclusive safety features are responsible for the fact that more new car buyers change-over to Generals than to any other make. The General Tire Dealer has a change-over plan that provides full allowance for the tires that come on your new car or for the unused tire mileage on your present car.

The General Tire & Rubber Co., Akron, Ohio

*In Canada: The General Tire and Rubber Co.
of Canada, Limited, Toronto, Ontario*



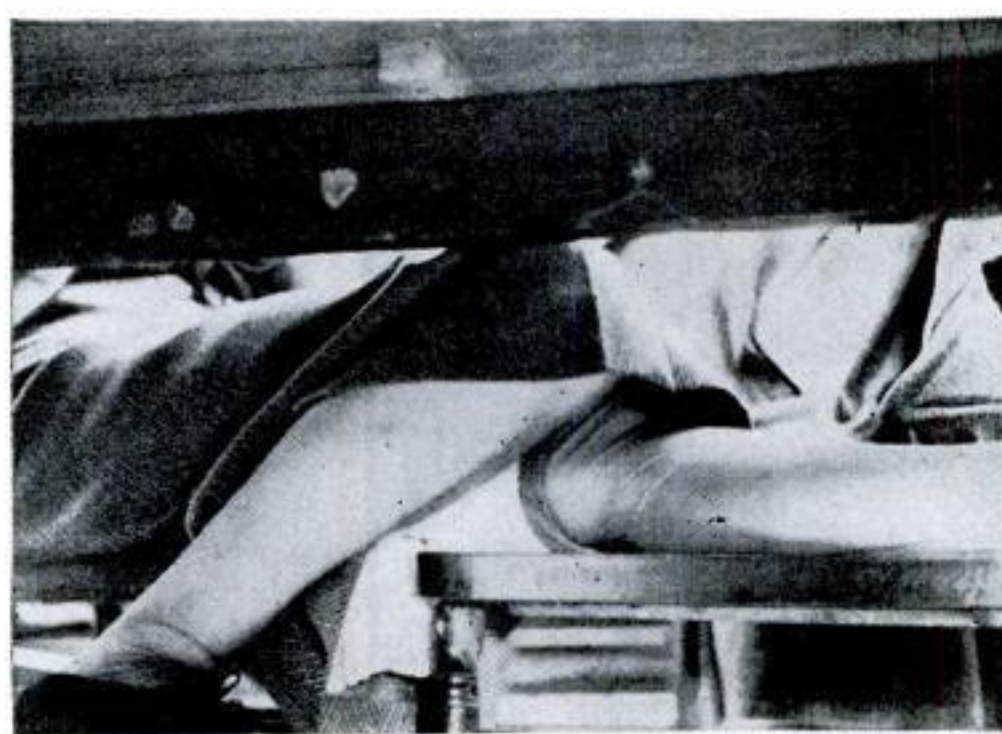
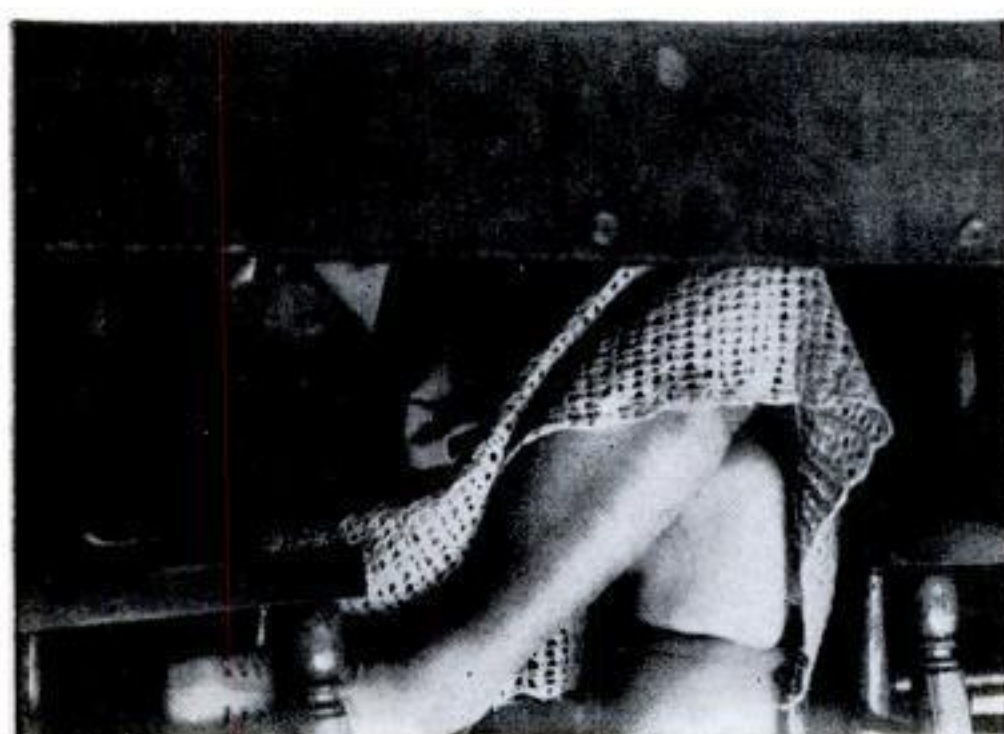
• When you apply the brakes flexible ribbons of rubber wrinkle into squeegee-like action—provide positive traction on any road, wet or dry. Stops without side swerve or tail spin.

THE
GENERAL
Dual 10

FREE BOOKLET, "Instructions to Prevent Skidding," fully illustrated, will be sent on request.

© 1937, The General Tire & Rubber Co., Akron, O.

PICTURES TO THE EDITORS



Gum & Knees

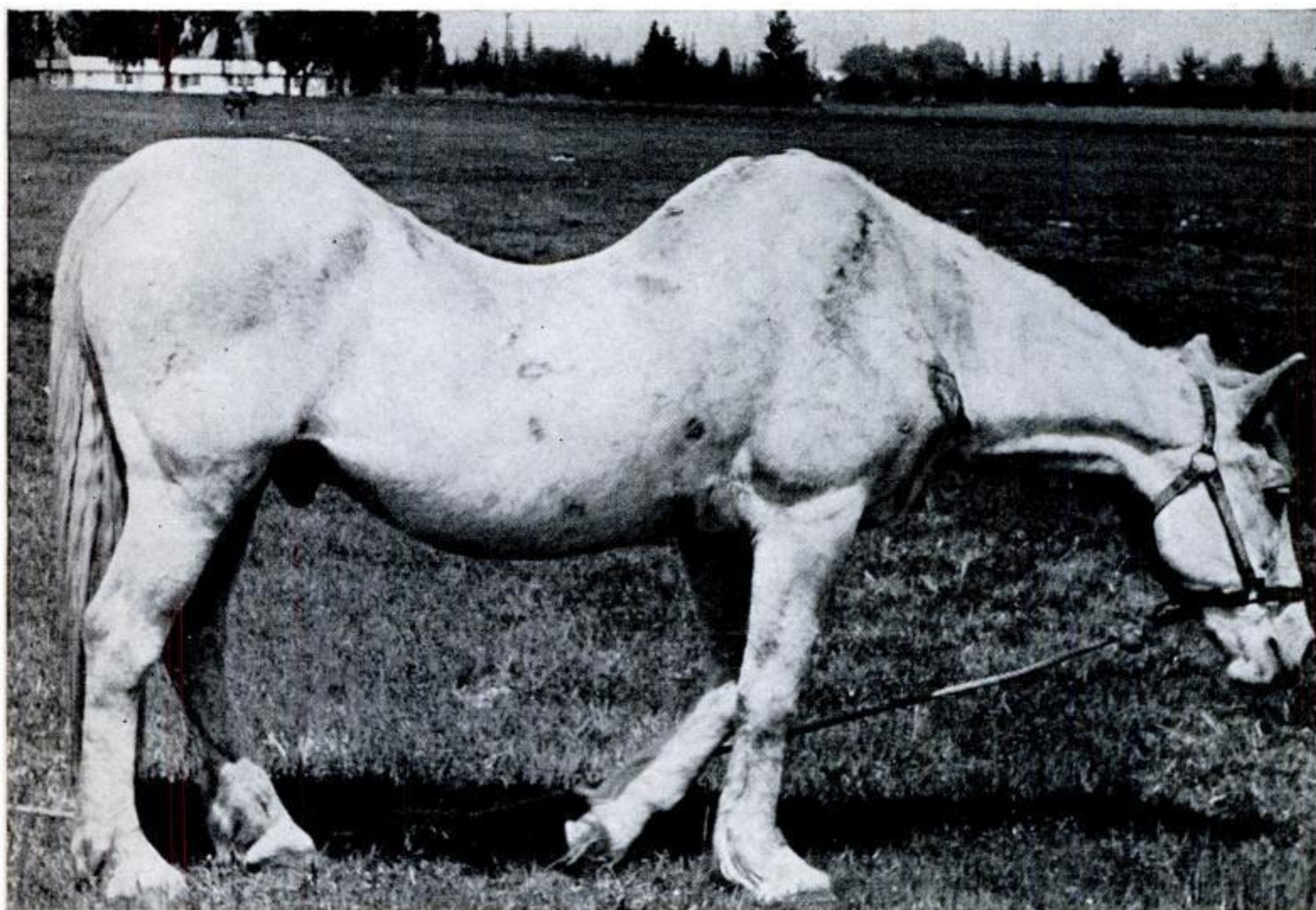
Sirs:

Here's a new angle on the private life of a coed. These pictures show where she puts her chewing gum and knees while she studies in the library at the University of Iowa—under the table. They show also her preference to roll her own rather than to use the store-bought short socks.

Let any ace photographer try taking secret, candid shots at f.2 and 5 seconds in the dim light and quietude of a library; really there is no light, no depth of focus, no tripod, no posing, and, unless you cough to hide the shutter click, even a G Leica shutter sounds like a cymbal crash in your guilty conscience. It took five months to get these.

MARTIN DEAKINS

Iowa City, Iowa



Broken-Down Actor

Sirs:

Herewith I am sending you a picture of "a broken-down Holly-

wood actor in the declining years of his life." Swing it?—Why not sway it!

HARRY H. ZEHNER

Universal City, Calif.

DU PONT PAINTS
for
EVERY PURPOSE
in Home and Industry

**"I hate to throw
it away..."**



But I can't keep this chair in the living room any longer. It looks *so* shabby—even if it *is* a treasured heirloom."



Happy thought. Dress it up with a lovely coat of easy-to-use Duco—"one coat magic."



"Took no time at all! Now I've got another handsome chair for the living room, instead of a candidate for the attic."

DU PONT
REG. U. S. PAT. OFF.

Paints..Varnishes
Enamels..Lacquers
DUCO-DULUX
REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

Get
AIR-CONDITIONED*
try
GIN and TONIC
with
BILLY BAXTER
QUININE
SODA

A Creation of India
Scientifically Cooling

Send for pamphlet telling
about Billy Baxter Quinine
Soda, with recipe for Gin
and Tonic.

**Billy Baxter Quinine Soda
increases the ventilation of
the lungs.*

BILLY BAXTER, Cheswick, Pa.

SAVES PRESSING

Think of it—nothing
to press when you ar-
rive. Hang 2 suits in
the coat length ward-
robe compartment . . .
take them out at your
journey's end as free
from wrinkles as when
you packed.

Fulco
TRAV-L-BAG



Trade Mark Reg.
Patent Pending

The outside pockets are separate from
suit compartment, eliminating crowding
and resulting wrinkles. Travel light with a
FULCO TRAV-L-BAG and save pressing
bills. Other styles at \$5.50 and \$7.75. De-
partment stores, men's wear and luggage
shops feature this up-to-date luggage.

3 STYLES
\$5.50 \$7.75
\$10.75

FULTON BAG & COTTON MILLS
Trav-L-Bag Division
Atlanta St. Louis Dallas New Orleans
Kansas City, Mo. Minneapolis Brooklyn

WRITE FOR
BOOKLET AND
WHERE YOU
CAN BUY IT

PICTURES TO THE EDITORS

(continued)

River Cowboys

Sirs:

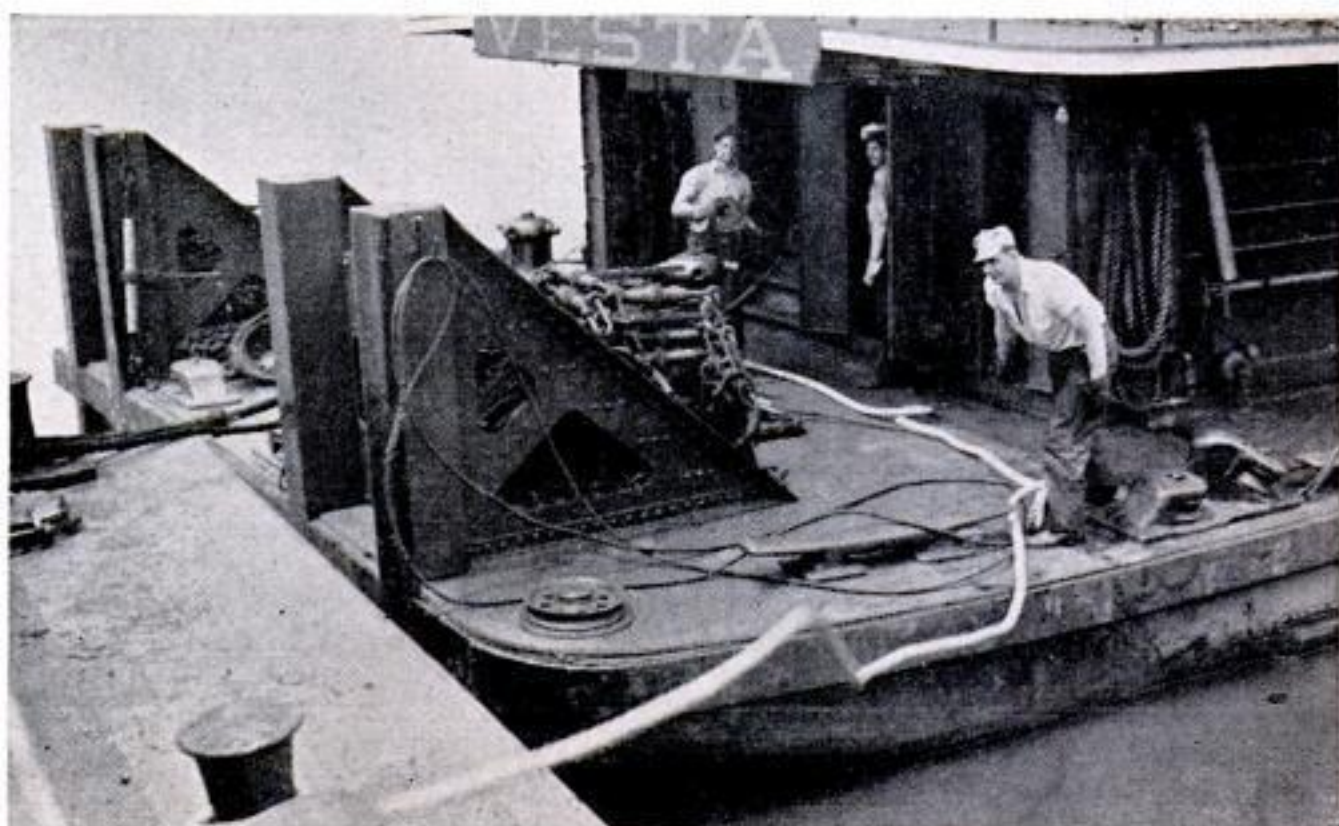
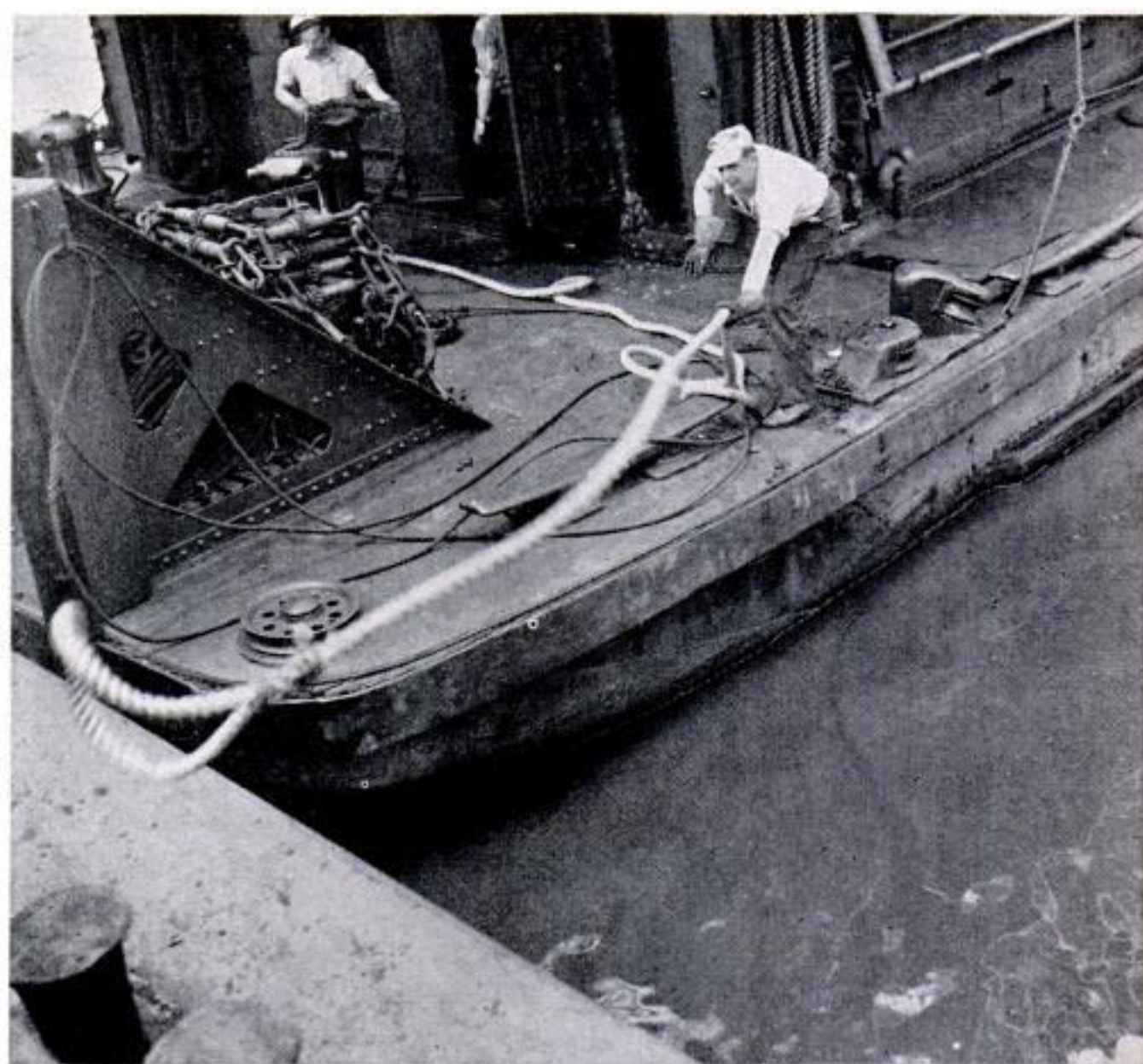
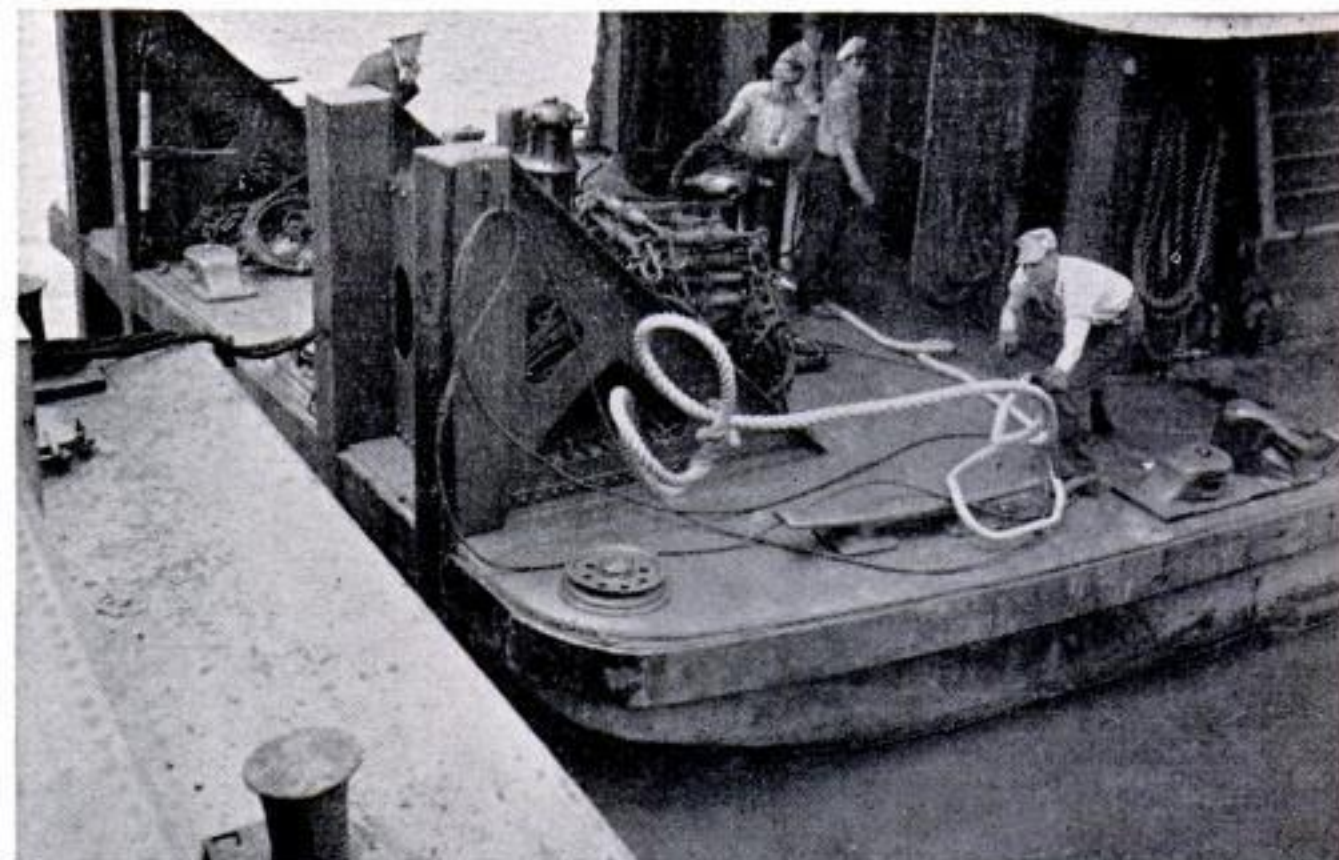
These pictures were made on the Alle-
gheny River at Pittsburgh to show that
the cowpunchers of the West have noth-
ing on our river "cowboys" when it
comes to handling a rope. Kenneth
Sheffner, deck hand on the steamer *Vesta*,
of the Jones & Laughlin Steel Corpora-
tion's fleet, is demonstrating the "Pitts-
burgh Flip" for the camera. The pictures
are in series. The first one shows the

stiff, two-inch hawser leaving Sheffner's
hand. The rope's destination is the tim-
berhead on the barge at the lower left-
hand corner of the picture. In the second
picture the rope is about to flip over the
timberhead. The third picture completes
the story; he got it.

The "Pittsburgh Flip" isn't the only
type of cast made. The "Gentlemen's
Toss" and "Kanawha Roll" are others.

ARTHUR CHAPMAN JR.

Pittsburgh, Pa.



HAIR LINE "TELEDIAL"
AUTOMATIC TUNING

ONLY
\$54.95
(Grunow short wave
antenna \$5 addi-
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ZIP!
and There's Your
Station Tuned to
the Line

**EUROPE
GUARANTEED**


MORE RADIO FOR YOUR MONEY WITH THE ..

• Yes! GRUNOW for 1938 halves the
price of TELEDIAL, first and best in auto-
matic tuning. Now . . . a big beautiful
matched walnut TELEDIAL console with
American, foreign, police, amateur and avia-
tion reception . . . only \$54.95! See it at lead-
ing radio and department stores. Convenient
payments. Other GRUNOW Radios, \$22.50
up. (Prices slightly higher West and South.)

NEW
Grunow
FOR 1938

GENERAL HOUSEHOLD UTILITIES CO. • Chicago, Illinois • Marion, Indiana

BURNETT'S
WHITE SATIN
GIN
A SWALLOW TELLS!




SMOOTH AS A SWALLOW

As made in England since 1770

Burnett's London Dry Gin, 90 proof. (Square Bottle). Also try Burnett's White Satin De Luxe Gin, 90 proof (Round Bottle), both 100% Neutral Spirits, and Burnett's Sloe Gin, 60 proof. All distilled from grain. Browne Vintners Co., Inc., New York.

WHOOPS, VACATIONISTS!



Let Railway Express ship your vacation trunks, boxes, camp duffle, everything, direct, in advance. Low, economical cost. Pick-up and delivery *without extra charge* in all cities and larger towns. Just phone the nearest Railway Express office to call — and you'll relax in your Pullman, contented — anticipating a carefree vacation. Phone Railway Express or Western Union.

Air Express—2500 miles overnight

RAILWAY EXPRESS
AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE



All summer long, Jamaica enjoys the *same* equable climate as in the winter season which attracts the world's elite. Now Jamaica is being

CHOOSE YOUR OWN CLIMATE IN SUNNY Jamaica

54°	AT 7000 FT.
59°	AT 6000 FT.
62°	AT 5000 FT.
65°	AT 4000 FT.
69°	AT 3000 FT.
72°	AT 2000 FT.
75°	AT 1000 FT.
80°	AT SEA LEVEL

SUMMER TEMPERATURES ALL YEAR

JAMAICA
BLUE MOUNTAINS — EMERALD SEA

For booklet (L), consult your travel agent, or the United Fruit, Colombian, Standard Fruit, or Canadian National Steamships or Pan American Airways, or Eastern Air Lines, or address:

THE JAMAICA TOURIST TRADE DEVELOPMENT BOARD
230 Park Avenue, New York, or Kingston, Jamaica B. W. I. (Cable: "Devboard").

*You'll have
no vacation problem
next year if...*
**THIS SUMMER
YOU COME TO
WISCONSIN**



Wisconsin's ageless hills look down upon a vacation land of incomparable beauty.

Sometime during your first visit to Wisconsin you will probably become aware that you have found the perfect vacation land.

Wisconsin responds, with tireless and amazing versatility, to your every inclination. If you want to go fishing, there are world-famous fishing waters. If you would go camera hunting, there is scenery of indescribable beauty. Swimming? Crystal depths of sparkling lakes will inspire your stroke. Would you explore a romantic past? Colorful history was made all about you.

RELAX IN COOL COMFORT

And when you want to do absolutely nothing, the pine-filled air, exhilarating climate, the symphony of woods and waters, and the tranquillity of a peaceful land will glorify your idleness.

We would consider it a most pleasant privilege to be your host this summer. To help you plan, we have a packet of vacation literature that tells, in words and pictures, something of the physical beauty and recreational facilities of this summer wonderland.

RELAX IN WISCONSIN

WISCONSIN CONSERVATION DEPT.
RECREATIONAL PUBLICITY DIV.
ROOM 76, STATE CAPITOL
MADISON, WISCONSIN

May we send you a packet of vacation literature FREE?

Please send me, free, your packet of vacation literature.

Name.....

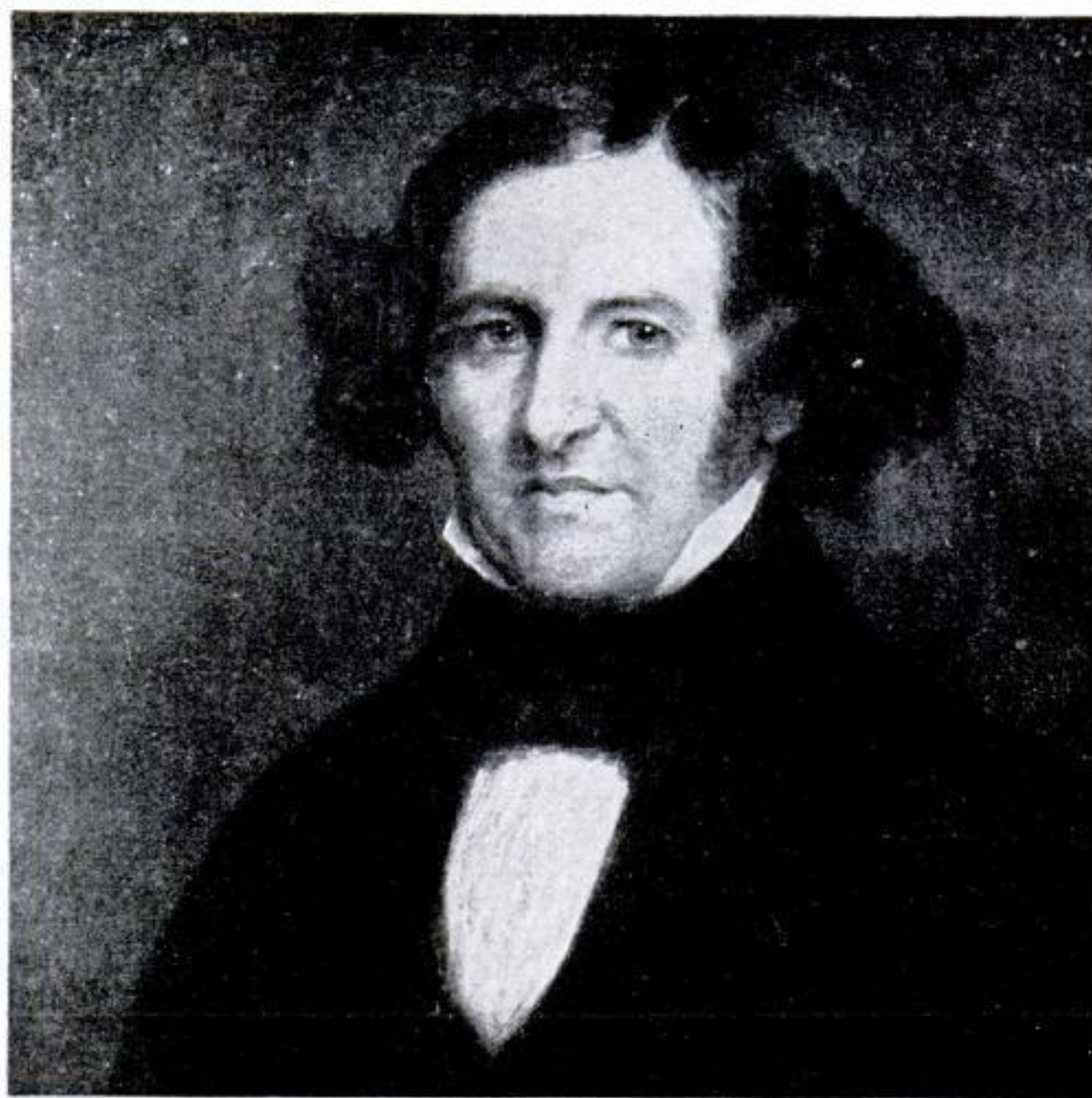
Address.....

City..... State.....

WHERE FRIENDS AND NATURE MEET

PICTURES TO THE EDITORS

(continued)



Whistler's Father

Sirs:

I submit America's No. 1 Forgotten Man, Whistler's father. His picture

might appropriately be used June 20th which is Father's Day.

ALBERT HIRSCHFELD

Chicago, Ill.



Direct to Consumer

Sirs:

Of the 155 students attending Chesborough Seminary in the little western New York village of North Chili, many will one day be preaching the gospel of the Free Methodists. Almost all earn board and tuition by performing various chores on the school's 200-acre farm.

The lad pictured, James Sharp of Kennedy, N. Y., was caught in the act of servicing a nonstudent, Tobias, in a manner to which all milk drinkers probably wouldn't subscribe. A double play: from Bess to James to Tobias.

RALPH AMDURSKY

Democrat & Chronicle
Rochester, New York

LIFE looks at eyes



Girl meets boy after a busy day at work—all seems well—until—



Sun—Wind—Dust all seem to get in his eyes at once—mm! what a face—until—



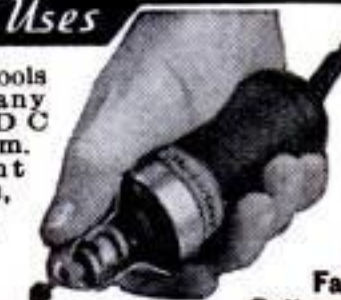
*Refreshed by a few drops of cooling, soothing Murine, his eyes again feel relaxed and comfortable—and now for the movies—or a night club—or even a quiet game of bridge.

*When your eyes are refreshed you enjoy your work or play more fully—in fact, you seem to feel refreshed all over. Murine cleanses and soothes your eyes when they have become irritated by smoke, light glare, reading, motoring, swimming. Use Murine night and morning for eye comfort. Your druggist carries Murine.

MURINE
FOR YOUR EYES

HANDEE
Tool of 1001 Uses

A whole shop full of tools in one. Plugs in any light socket. A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves.



For
Faster
Better Jobs

GET A DEMONSTRATION

at your dealers or
order on 10-Day
Money-Back Trial.
\$10.75 and up post-
paid. 3 Accessories
Free. Catalog Free.

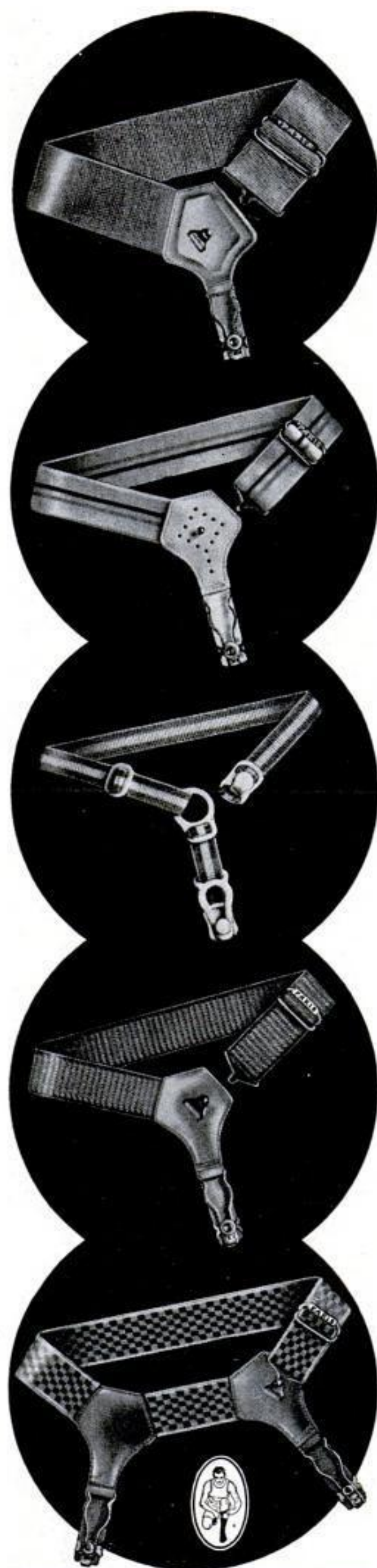
New CRAFTSMAN Project Book
"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects 25c. stamps or coin.

Chicago Wheel & Mfg. Co., 1104 W. Monroe, Chicago

"Insure" The Enjoyment of
Your Trip... Take —



MOTHERSILL'S SEASICK REMEDY



It pays to ask distinctly for Paris. Always higher in quality than price. Get several pair—alternate wearing prolongs their life. A real convenience and economy, too. Make your selection from the complete styles and patterns provided by Paris. 50c and up.

A. STEIN & COMPANY
CHICAGO • NEW YORK • TORONTO

PARIS
GARTERS
NO METAL CAN TOUCH YOU

If your feet ever hurt . . . You'll want to know about **FOOT YOUTH**



ALTHOUGH we know a lot about feet, including how to make them comfortable—we're a little new to advertising. So maybe you'll excuse us if we just put the facts about Foot Youth up top, and tell you right off what Foot Youth is, and what it does, and how to use it. Foot Youth can do you so much good that we don't want to risk your missing any of this information somewhere at the bottom of the page.

Up 'til now, you could buy Foot Youth only in a couple of eastern cities. But people who use Foot Youth swear by it! They say it's wonderful for feet that get tired, or burn, or itch, or are subject to corns or callouses or athlete's foot. They say it's marvelous for all feet, in any condition. The way we treat our feet today, some kind of special care is really needed.

With Foot Youth, you can give your feet special care without any extra trouble or fuss. You use it when you take a bath. It takes practically no extra time. With its expensive olive oil base and other medications, Foot Youth keeps your feet healthy. It helps to do away with any uncomfortable foot trouble you now have. And if you are one of those lucky people who don't have any foot trouble at all, Foot Youth helps to keep you that way.

FOOT YOUTH is the Answer to Tired, Aching, Burning Feet!



FOOT YOUTH . . . How to use it: You squeeze some out of the tube and use it just like a soap on your feet. You do it when you take a bath—or whenever you wash your feet. The more you scrub and rub the more lather it makes and the more good it does . . . There is a little foot and toe brush in every package. Use it for that extra swell feeling . . . With Foot Youth you *do* take care of your feet because there is no extra operation. Nothing special to do. No salves, no powder, no soaking—no nothing. You just wash your feet with Foot Youth whenever you bathe.



FOOT YOUTH . . . What it does: Most people say it makes them feel like dancing for joy. Actually, it does a couple of things. First, it takes away tiredness and burning and any possible odor. Then it begins the real job of making your feet healthy so they can get rid of corns and callouses and athlete's foot—and stay rid of them. It's the only way to keep your feet young. Give them just this fraction of the special care you give your face and you'll feel young all over.



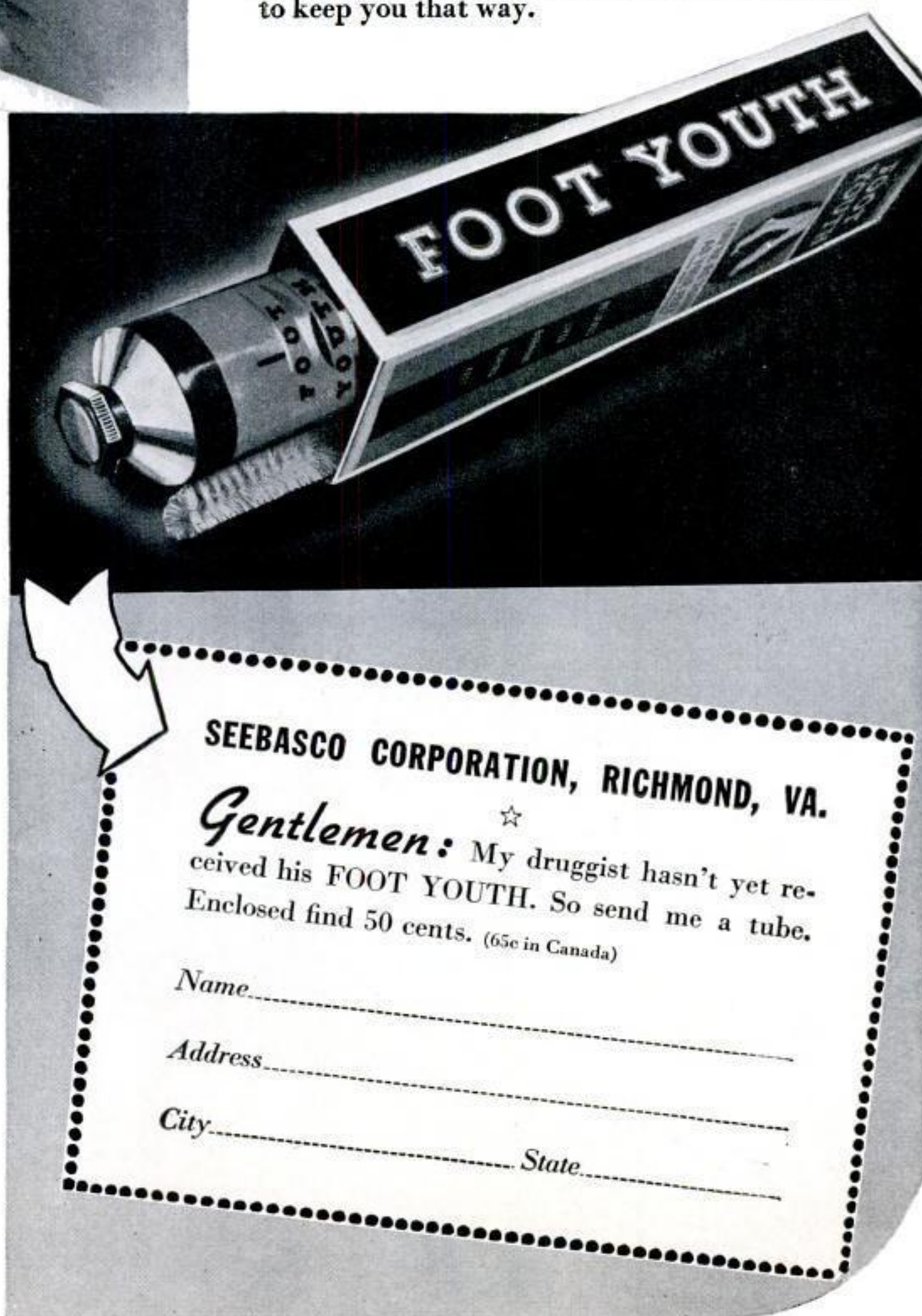
FOOT YOUTH . . . What it is: It is a special formula of medicants and antiseptics compounded especially for feet that spend most of their time in shoes. During the past year Foot Youth has found such favor with users and chiropodists that we offer it to you with full confidence that you will also become a valued customer.



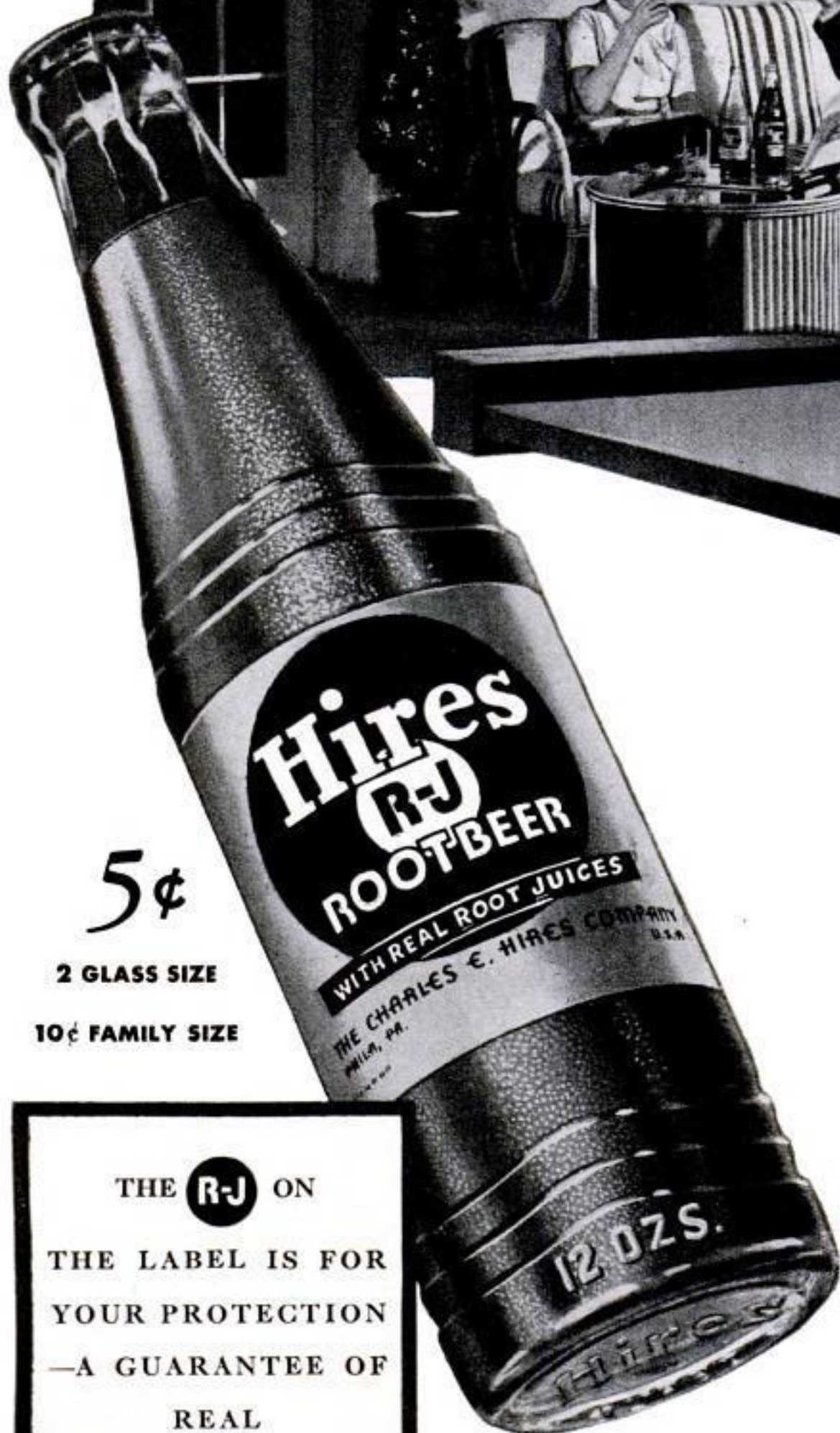
We hope you won't need to use this coupon

Maybe you remember our first advertisement in this magazine, just a few weeks ago. At that time we were just getting national distribution. Since then, however, a lot of drug stores all over the country have put Foot Youth in stock. Druggists realized instantly that their customers would want this product. So your druggist probably has Foot Youth now.

If by any chance you are not able to get Foot Youth in your neighborhood, then of course use the coupon. Or if you don't like to cut your copy of LIFE, just write us to send Foot Youth. Note your name and address and enclose fifty cents. Foot Youth always has been (and always will be) sold on a money-back guarantee.



"Save some Hires
for Me!.."



5¢

2 GLASS SIZE

10¢ FAMILY SIZE

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

It's the real *Root Juices*
that make Hires taste better than
imitation root beers

NOW lower prices for bigger bottles of delicious Hires!
Always refreshing and healthful . . . all the time . . . every-
where . . . at home or office, while shopping or driving . . . for sale
at groceries, restaurants, refreshment stands. Always insist on
genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good - It's good for you

TO MEET

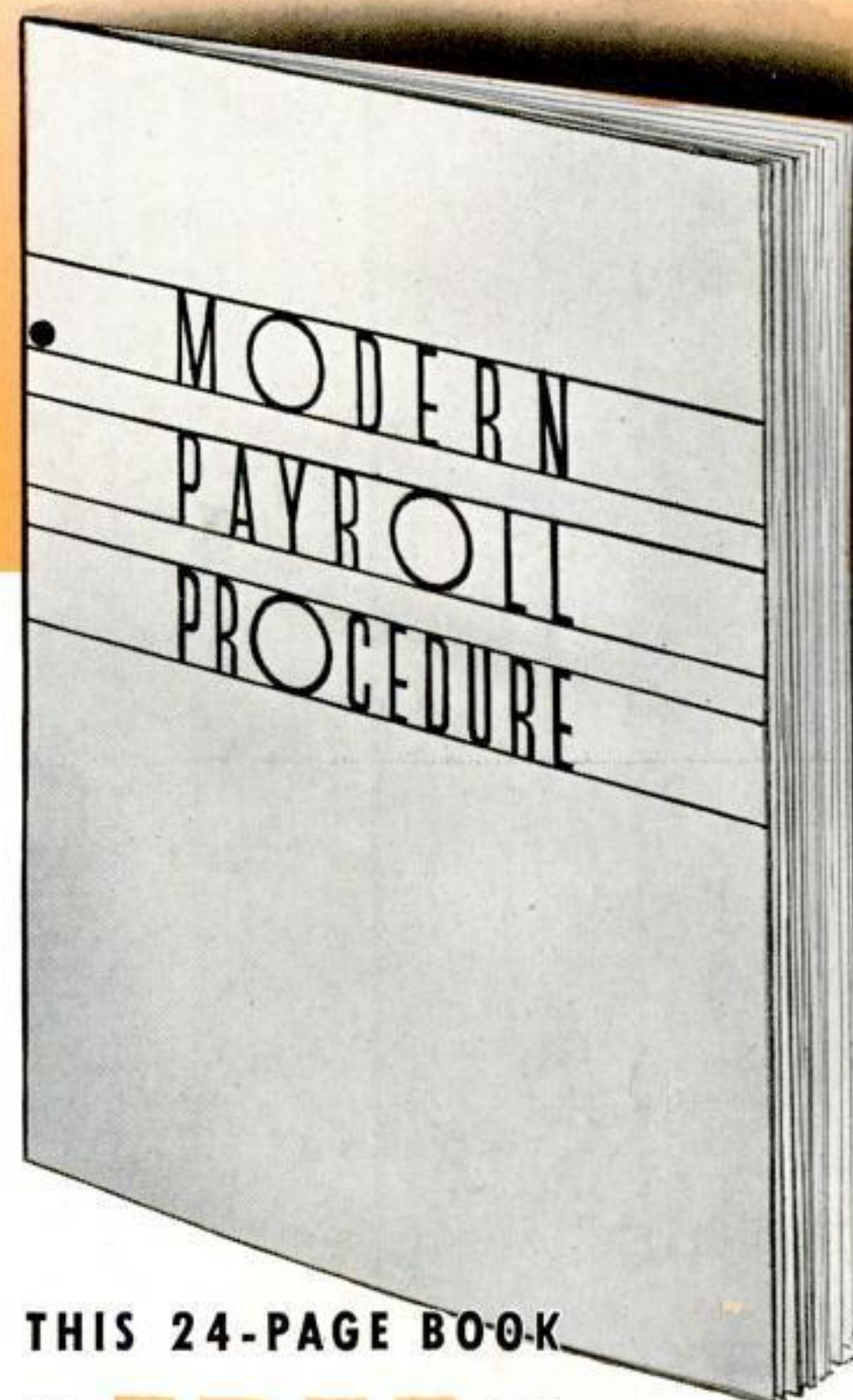
Social Security Requirements

ADDRESSOGRAPH OFFERS ALL EMPLOYERS A...

TODAY, in thousands of businesses, wage payments to employees is a *simplified* repetitive task. Every name, number and amount detail is handled *speedily* . . . and with *pre-insured* accuracy. Social Security record, report and receipt requirements have not imposed heavy clerical or expense burdens.

From the imprinting of names and clock numbers on time cards, through the whole range of name and standard data writing on cost distribution forms, to the listing of names, numbers and amounts on payroll sheets and the writing of checks, Addressograph does the work in *quick time and with no errors*.

Among Addressograph's many conspicuous advantages, in addition to speed and accuracy, is *easy adaptability*. Regardless of the number of employees . . . a dozen or many thousands . . . there's an Addressograph method and machine to meet exactly the requirements and make *substantial savings* in time and money. Complete information is given in the book shown above.

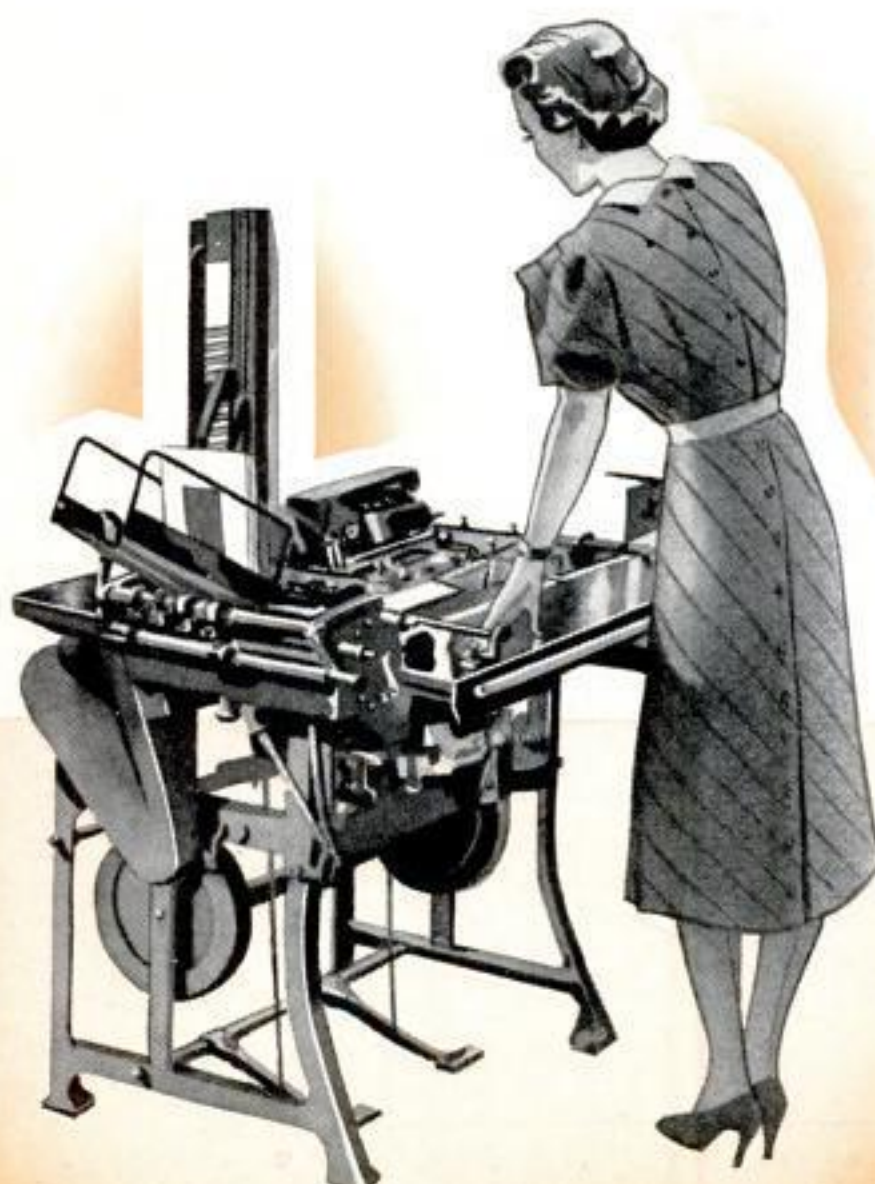


THIS 24-PAGE BOOK
IS **FREE** TO
BUSINESS EXECUTIVES

Employers who make request on business stationery will receive a copy of this 24-page book and supplement, CONCISE SUMMARY OF SOCIAL SECURITY ACT PROVISIONS. Write for them. Learn how you can accomplish increased efficiency with decreased expense.

A SELF-WRITING RECORD FOR EACH EMPLOYEE

In the Addressograph method, repeatedly re-written payroll data is "typed" once for each employee on a self-writing metal record. Once checked, it can never make an error. • In preparation for payday, names and data on these records can be reproduced at high speed on any payroll form, report or receipt . . . singly or listed in proper columns.



• The Addressograph line of modern machines for modern business includes hand-operated, electric and fully automatic models. Class 2700, shown at lower left, is a high-speed, automatic model for use with large lists. Class 900, left, is the new, quiet, lowest priced, electric machine that does more than a hundred money-saving jobs. All Addressograph machines are sold on convenient payments.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION, Cleveland, Ohio

ADDRESSOGRAPH-MULTIGRAPH of CANADA, Ltd., TORONTO
Sales Agencies in Principal Cities Throughout the World

Boake Carter
 says: "My throat
 decided on Luckies"



"SMOKING is one of the greatest pleasures in the world, but it can be utterly spoiled by throat irritation. My job's tough on the throat and I have to be careful to keep my voice clear. Long ago I found that Luckies are easy and smooth and don't catch your throat."

Boake Carter

Notice how many professional men and women—lawyers, doctors, statesmen, etc., smoke Luckies. See how many leading artists of radio, stage, screen and opera prefer them. Their voices are their fortunes. Doesn't it follow that, if Luckies are gentle on their sensitive throats, they will be gentle on your throat, too? So enjoy the throat protection of a light smoke that is free of certain irritants expelled by the exclusive "Toasting" Process.



The Finest Tobaccos—
 "The Cream of the Crop"

A Light Smoke

"It's Toasted"—Your Throat Protection

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